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See Page 24

Mid-Week Pictorial

NEWS OF THE DAY IN PICTURES

PUBLISHED
WEEKLY BY
THE NEW
YORK TIMES
COMPANY
MARCH 31,
1927
VOL. XXV, NO. 8

TEN
CENTS

CANADA
15 CENTS



*"Play Ball, Girls!" Miss Elizabeth Glover
of Atlanta, Ga., Loves the Diamond Better Than the Charleston and Thinks That if Girls Gave
More Time to the National Game They Would Retain That Schoolgirl Complexion Longer.*

(Times Wide World Photos.)

*Babe Ruth as Movie Actor—New York Flower Show — Sports — Theatres—
Books—Fashions—Motion Pictures*



A SYMBOLIC PAGEANT: SOME OF THE NEW YORK CAMP FIRE GIRLS
Who Took Part in the Grand Council Fire and Tree Pageant Celebrating the Camp Fire's Fifteenth Anniversary at the Seventy-first Regiment Armory, New York. At the Right of the Picture Are Mme. Efrem Zimbalist (Alma Gluck) and Mrs. S. S. Treit, President and Vice President of the New York Council.
(Times Wide World Photos.)



MISS MILDRED BRADLEY,
Voted the Best All-Around Student at Lucy Cobb
Institute, Athens, Ga.
(Times Wide World Photos.)



TOWERING IN URSINE MIGHT: A KODIAK BEAR FROM ALASKA, Belonging to the Largest and Most Ferocious Species of Bear in the World, Is Now an Inhabitant of Golden Gate Park, San Francisco.
(Times Wide World Photos.)



THE LADY OF THE ROSE: PEGGY O'NEIL, Well-Known International Actress, and the Rose Which Has Been Named After Her, Together Decorate the Flower Show at the Grand Central Palace, New York.
(Times Wide World Photos.)



OUT FOR THE GIRLS' BASKETBALL CHAMPIONSHIP: "THE DAUGHTERS OF SACAJAWEA," Fair "Indians" From Buhl (Idaho) High School, After Winning the Northwest Championship in 1925 and 1926, Are Now After New Honors in 1927. Left to Right, Back Row: H. Barry, Coach; Misses Ambrose, Hays, Southwick. Front Row: Misses Metz, Scully, Lacy.



"PETER THE HERMIT OF HOLLYWOOD" LEARNS TO DANCE: THE AGED RECLUSE, One of the Characters of the Movie Capital, Who Is 78 Years Old, Takes Up Hoofing Under the Instruction of Eddie Mack. Left to Right: Peter, Eileen Wirth and Eddie Mack.
(Times Wide World Photos.)

WHAT I THINK OF PELMANISM - By Judge Ben B. Lindsey

PELMANISM is a big, vital, significant contribution to the mental life of America. I have the deep conviction that it is going to strike at the very roots of individual failure, for I see in it a new power, a great driving force.

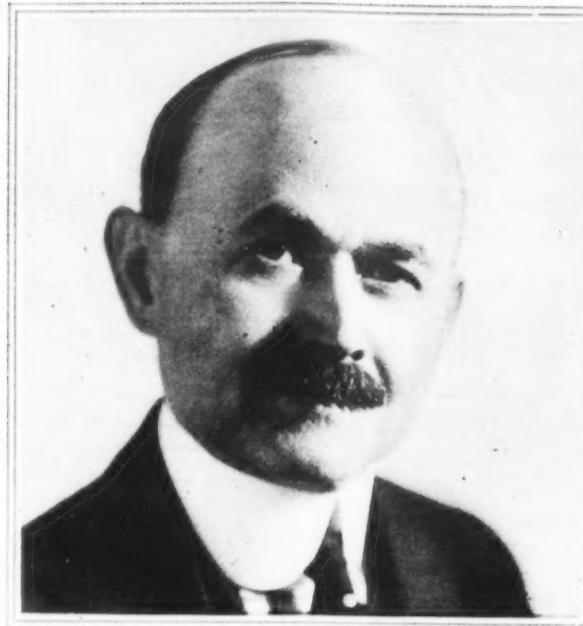
I first heard of Pelmanism while in England on war work. Sooner or later almost every conversation touched on it, for the movement seemed to have the sweep of a religious conviction. Men and women of every class and circumstance were acclaiming it as a new departure in mental training that gave promise of ending that *preventable* inefficiency which acts as a brake on human progress. Even in France I did not escape the word, for thousands of officers and men were *Pelmanizing* in order to fit themselves for return to civil life.

When I learned that Pelmanism had been brought to America by Americans for Americans, I was among the first to enroll. My reasons were two: First, because I have always felt that every mind needed regular, systematic and scientific exercise, and, secondly, because I wanted to find out if Pelmanism was the thing that I could recommend to the hundreds who continually ask my advice in relation to their lives, problems and ambitions.

Failure is a sad word in any language, but it is peculiarly tragic here in America, where institutions and resources join to put success within the reach of every individual. In the twenty years that I have sat on the bench in the Juvenile Court of Denver, almost every variety of human failure has passed before me in melancholy procession. By *failure* I do not mean the merely criminal mistakes of the individual but the faults of training that keep a life from full development and complete expression.

It is to these needs and these lacks that Pelmanism comes as an answer. The "twelve little gray books" are a remarkable achievement. Not only do they contain the discoveries that science knows about the mind and its workings, but the treatment is so simple that the truths may be grasped by any one of average education.

In plain words, what Pelmanism has done is to take psychology out of the college and put it into harness for the day's work. It lifts great, helpful truths out of the backwater and plants them in the living stream.



JUDGE BEN B. LINDSEY

Judge Ben B. Lindsey is known throughout the whole civilized world for his work in the Juvenile Court of Denver. He says:

"The human mind is not an automatic device. It will not 'take care of itself.' Will power, originality, decision, resourcefulness, imagination, initiative, courage—these things are not gifts, but results. Every one of these qualities can be developed by effort, just as muscles can be developed by exercise."

As a matter of fact, Pelmanism ought to be the beginning of education instead of a remedy for its faults. First of all, it teaches the science of self-realization; it makes the student *discover* himself; it acquaints him with his sleeping powers and shows him how to develop them. The method is *exercise*, not of the haphazard sort but a steady, increasing kind that brings each hidden power to full strength without strain or break.

The human mind is *not* an automatic device. It will *not* "take care of itself." Will power, originality, decision, resourcefulness, imagination, initiative, courage—these things are not gifts, but results. Every one of these qualities can be developed by effort just as muscles can be developed by exercise. I do not mean by this that the individual can add to the brains that God gave him, but he can learn to make use of the brains that he has instead of letting them fall into flabbiness through disuse.

Other methods and systems that I have examined, while realizing the value of mental exercise, have made the mistake of limiting their efforts to the development of some single sense. What Pelmanism does is to consider the mind as a whole and treat it as a whole. It goes in for mental team play, training the mind as a unity.

Its big value, however, is the instructional note. Each lesson is accompanied by a work

sheet that is really a progress sheet. The student goes forward under a teacher in the sense that he is followed through from first to last, helped, guided and encouraged at every turn by conscientious experts.

Pelmanism is no miracle. It calls for application. But I know of nothing that pays larger returns on an investment of one's spare time from day to day.

(Signed) BEN B. LINDSEY.

Note: As Judge Lindsey has pointed out, Pelmanism is neither an experiment nor a theory. For almost a quarter of a century it has been showing men and women how to lead happy, successful, well-rounded lives. 600,000 Pelmanists in every country on the globe are the guarantee of what Pelman training can do for you.

No matter what your own particular difficulties are—poor memory, mind wandering, indecision, timidity, nervousness or lack of personality—Pelmanism will show you the way to correct and overcome them. And on the positive side it will uncover and develop qualities which you never dreamed existed in you. It will be of direct, tangible value to you in your business and social life. In the files at the Pelman Institute of America are hundreds of letters from successful Pelmanists telling how they doubled, trebled and even quadrupled their salaries, thanks to Pelman training.

"Scientific Mind Training" is the name of the absorbingly interesting booklet which tells about Pelmanism in detail. It is fascinating in itself with its wealth of original thought and clear observation. "Scientific Mind Training" makes an interesting addition to your library.

Your copy is waiting for you. It is absolutely free. Simply fill out the coupon and mail it today. It costs you nothing, it obligates you to nothing, but it is absolutely sure to show you the way to success and happiness. Don't put it off and then forget about it. Don't miss a big opportunity. MAIL THE COUPON NOW.

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Approved as a correspondence school under the laws of the State of New York.

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Please send me without obligation your free 64-page booklet, "Scientific Mind Training."

Name.....

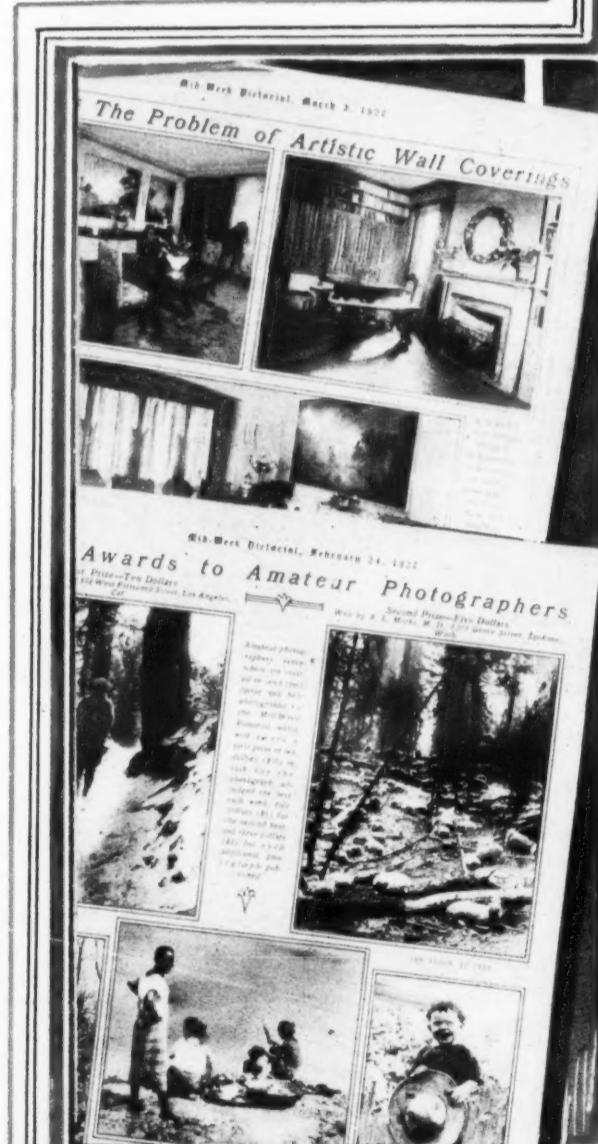
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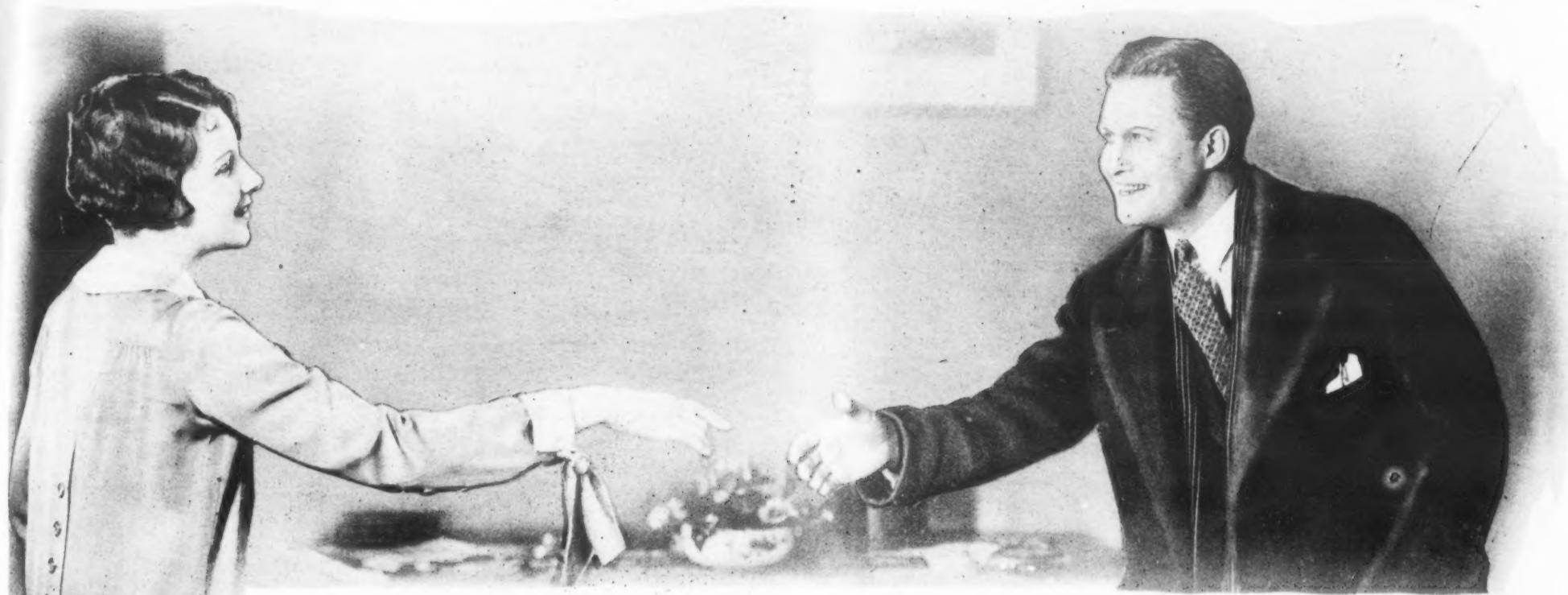
MORE THAN 100 PICTURES IN EVERY ISSUE

of Mid-Week Pictorial help to keep all members of the family entertained and fully posted on the world's most important events. Weekly each issue contains an endless variety of travel pictures, sports events, theatre happenings, interesting scientific developments, the latest New York and Paris fashions. In addition there are many instructive and enlightening special departments. No matter how many magazines now reach your library table Mid-Week Pictorial is one you cannot afford to be without. Take advantage of the special subscription offers on the handy order form to the right. It will prove the best investment you ever made.



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“Comment ça va?” she said, with a laugh



—and I astounded her with my reply

PEGGY took great delight in jollying me. One day, when I was calling on her, she greeted me in French. “Comment ça va?” she said.

“Now, Peg,” I warned, with a grin, “no French. You know I can’t understand it.”

Peggy chuckled. “Oh, yes, I keep forgetting,” she apologized.

It was a habit with Peggy to break frequently into French. Sometimes I half suspected she did this intentionally, because she knew it embarrassed me.

“You know, Bob,” remarked Peggy, after we had chatted awhile, “it’s a pity you didn’t take French at school.”

I nodded, feeling rather small. “Yes, I wish I had taken French, Peg. I didn’t realize when I was in school the value of learning a foreign language. I didn’t realize how much it would help me—in business and in social life. I certainly feel like an outsider nowadays among some of my friends who do speak French.”

There was a pause. “I suppose it’s too late to learn now,” I added, looking at her questioningly.

Peggy shrugged her shoulders. “Yes, I suppose so,” she agreed.

We chatted awhile longer. Finally I rose to go.

“Good-bye,” I said, as I was leaving.

“Au revoir,” replied Peggy, with a faint smile.

* * *

A Big Surprise

Several months passed before I saw Peggy again. Once more she greeted me with her usual, “Comment ça va?” She was not prepared for my reply.

“Je me porte très bien,” I answered, in perfect French.

Peggy’s eyes opened wide. I rattled on in French—talked about the weather—the latest shows, anything I could think of. To Peggy’s amazement, I talked only in French.

Finally I said in English, “Don’t you agree with me, Peg?”

Peggy’s face was a blank. “Wh—where on

earth did you learn to speak French?” she gasped.

I laughed. “Remember the last time I was here, Peg? . . . Well, after I left I began thinking. I realized that a foreign language is part of every cultured person’s education. I determined I would learn French. But how, was a problem. I didn’t have time to go to school. I couldn’t afford to engage a private teacher. I didn’t know what to do. . . .

“But one day I heard a fellow at the office talking about a marvelous new way to learn French! I asked him about it.

“He told me that it was a course by mail—a course of lessons that you studied at home.

“I was disappointed. I laughed at the idea of learning a language by mail. ‘Impossible!’ I exclaimed.

“But he protested that it was not at all impossible. He told me how his sister had taken the course—how she had actually learned to speak French in a short time.

How I Learned French Without a Teacher

“Well, I sent for the course. . . . Have you ever heard of the Hugo Language Institute, Peg?”

Peggy nodded. “It’s located in London, isn’t it?”

“Yes,” I replied, “it’s one of the oldest, most conservative language institutes in the world. They recently made a remarkable achievement in the teaching of languages. They put their expert knowledge of language instruction—their years of experience in teaching French—the secrets of their quick, accurate method—into a set of printed lessons—*lessons which anyone can study at home*.

“The course is really wonderful, Peg. . . . It’s called the ‘At-Sight’ method. It’s utterly different from the old-fashioned methods. Just think—only a short time ago I didn’t know a word of French. Now I can speak French—read French books and magazines—understand spoken French and use French phrases in conversation!

“And I only studied a few minutes a day! No tiresome exercises to do—no boresome class-room drills. It was real fun learning. Everything was so clear—simple—easy. Hon-

estly, Peg, the Hugo ‘At-Sight’ French Course is a wonderful accomplishment in language instruction!”

This story is typical. You, too, can now learn French at home—quickly, easily, pleasantly—just as thousands of others are doing by the celebrated Hugo “At-Sight” Method. Twenty-four fascinating lessons, carefully planned. The most ingenious method of learning French ever discovered. Whole generations of language-teaching experience in all the leading European cities are behind this French course.

Try It 5 Days FREE

The wonderful thing about this simplified Hugo method is that it makes you *your own teacher*. At home—in minutes that might otherwise be wasted—you learn, phrase by phrase, sentence by sentence, to speak the language correctly and well.

We shall be glad to send you the complete course **FREE FOR 5 DAYS** so that you may see it and judge it for yourself. Within the free examination period you have the privilege of returning the course, without cost or obligation, or keeping it as your own and sending only \$2 as a first payment, and thereafter \$2 a month until the full price of \$12 has been paid.

You are the judge. Simply return the course within 5 days if you are not fascinated and delighted with it. If you act promptly, a valuable French-English Dictionary, containing 45,000 words, will be included, without additional cost.

We urge you to clip and mail this coupon today. Doubleday, Page & Co., Dept. F-773, Garden City, New York.

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American Representatives of Hugo’s
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Please send me the Hugo “French-At-Sight” Course, in 24 lessons, for free examination. Within 5 days I will either return the course or send you \$2 at that time and \$2 each month thereafter until \$12 has been paid. I am to receive a copy of the French-English Dictionary without additional cost.

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Mid-Week Pictorial, March 31, 1927



"YOU ARE TO NOTE THAT WE ANGLERS ALL LOVE
ONE ANOTHER."

—Izaak Walton, "The Compleat Angler."
(D. Warren Boyer.)

Mid-Week Pictorial

"A National Magazine of News Pictures"

VOL. XXV. NO. 6

NEW YORK, MARCH 31, 1927.

PRICE TEN CENTS.



A CONCERT FOR HIS SPECIAL BENEFIT: PERCHED ON THE NOSE OF
LORD VON LINDENHURST,

a Pedigreed Shepherd Dog of Musical Tastes, Hansele, a Canary From the Hartz Mountains,
Sings Gayly and Sweetly and His Lordship Listens With Great Contentment. Both Are
the Property of Mr. and Mrs. Otto Hartwig of New York.
(Times Wide World Photos.)

WITH THE NEW BOOKS



OWEN JOHNSON.

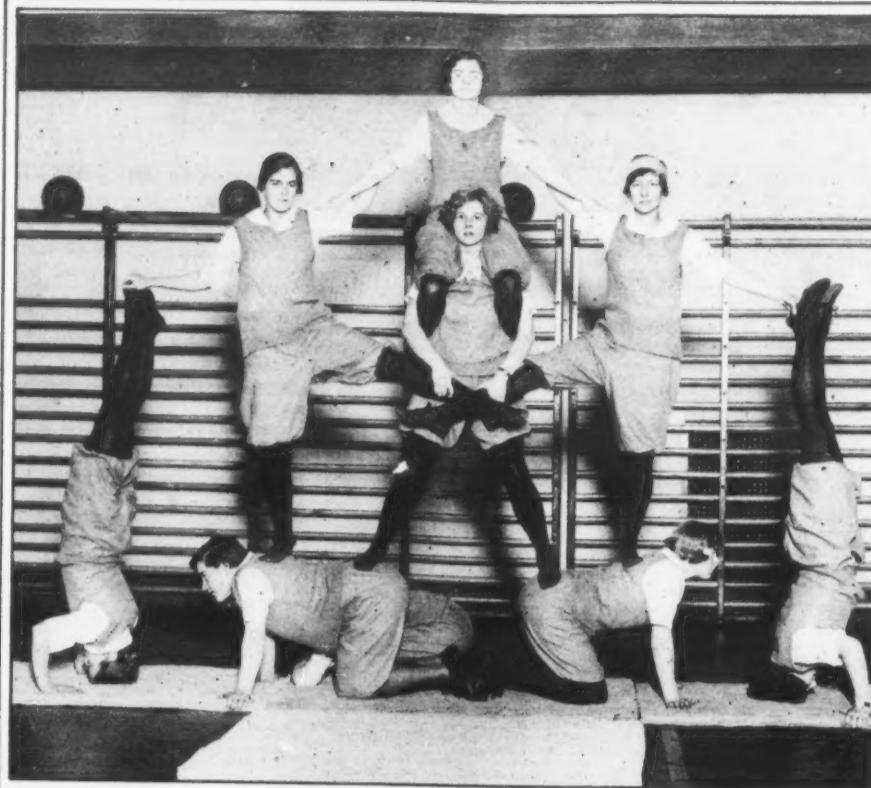
CHILDREN OF DIVORCE. By Owen Johnson. Boston: Little Brown & Co. \$2.

PERHAPS the most poignant phase of the divorce problem is that which relates to the children born of the ill-assorted couples who have invoked the decree of the courts. This forms the theme of Owen Johnson's latest story, "Children of Divorce."

Jean Waddington has been brought up in a convent in Italy, following the divorce of her parents, each of whom had since remarried. She feels that she is not really wanted by either, and her situation instills in her a bitter hatred of divorce. Returning to America for a brief visit when she is 14, she meets on the boat Ted Larrabee, himself a son of divorced parents. He is likable, courageous and filled with ambition to become a great engineer. Jean likes him immensely. Then the war intervenes. Ted enlists with the Canadian forces and makes a creditable record, but when he returns is a different Ted. His ambition has largely vanished and been replaced by a distaste for effort and a thirst for pleasure. He falls in love with Jean and wants to marry her. She loves him also, but the sordid experience of her parents is always before her, and she wants when she marries to make no mistake.

So she puts him off, hoping his habits will change. In the meantime her father dies, leaving her an enormous fortune. Pride then holds Ted aloof, as he does not want to be regarded as a fortune hunter. Misunderstandings arise and a break comes between the two. Ted plunges more and more into dissipation, and at a drunken party, on a dare, marries Kitty Flanders, a flapper with scarcely a shred of principle. He is horror-stricken when he sobers up and wants to annul the marriage and marry Jean. But she will have none of it, and in a search for distraction goes to Paris.

There she meets the Prince de Sfax, impetuous but of one of the oldest families of France. She has learned that Kitty is about to become a mother, so she renounces all hope of Ted and marries the Prince. But scarcely has the marriage been solemnized than the Prince leaves his bride to go to the deathbed of his mistress, who has wounded herself mortally on hearing of the marriage. From that time on Jean's relations with her husband are simply formal. Ted and Kitty come to Paris and the latter forms a liaison with the Prince. The complications that ensue are thrilling in the extreme. A duel between Ted and the Prince is averted only by an accident to the former, and at the last moment Fate cuts the Gordian knot and Jean and Ted find their long-deferred happiness.



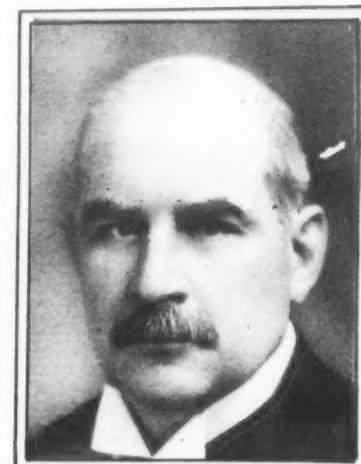
MEMBERS OF BRYN MAWR'S CLASS OF 1928, Who Won the Annual College Pyramid Gym Meet. (Times Wide World Photos.)

THREE JAPANESE-AMERICAN GIRLS: All Born in California, They Sail From San Francisco on the Liner Korea Maru to Visit the Land of Their Ancestors. Left to Right: Frances Imbe, Mary Koba and Kazu Takemoto. ←



A SHARP RISE IN BOSTON BULL BIRTH-RATE STATISTICS: THIS HANDSOME DOG and Her Eight Thriving Pups Are Owned by Mrs. A. G. Brown of 260 Atlanta Avenue, Atlanta, Ga. (Times Wide World Photos.)

MAN OF THE WEEK



J. P. MORGAN. (Pach.)

TO the many benefactions by J. P. Morgan, the New York financier, has been added a gift of \$200,000 which will make possible research, study and the treatment of encephalitis, or sleeping sickness, as part of the work of the new hospital to be erected by the Neurological Institute at the Medical Centre, New York City.

The gift will equip completely a floor containing forty-eight beds, which is to be designated by Mr. Morgan as a memorial to his wife, the late Jane Grew Morgan, who died from sleeping sickness on Aug. 14, 1925.

Mr. Morgan's act places unparalleled facilities for investigating that mysterious and obscure disease at the disposal of the medical profession and will enable the Neurological Institute to bring to bear upon this problem the combined resources of the entire Medical Centre.

It is gratifying to know that of the \$1,400,000 required for the new institute building over a million has already been pledged. Few projects are so full of promise and benefit to this and succeeding generations. Some of its features are thus summarized by Dr. Frederick Tilney of the Medical Board and of the Neurological Faculty of Columbia University:

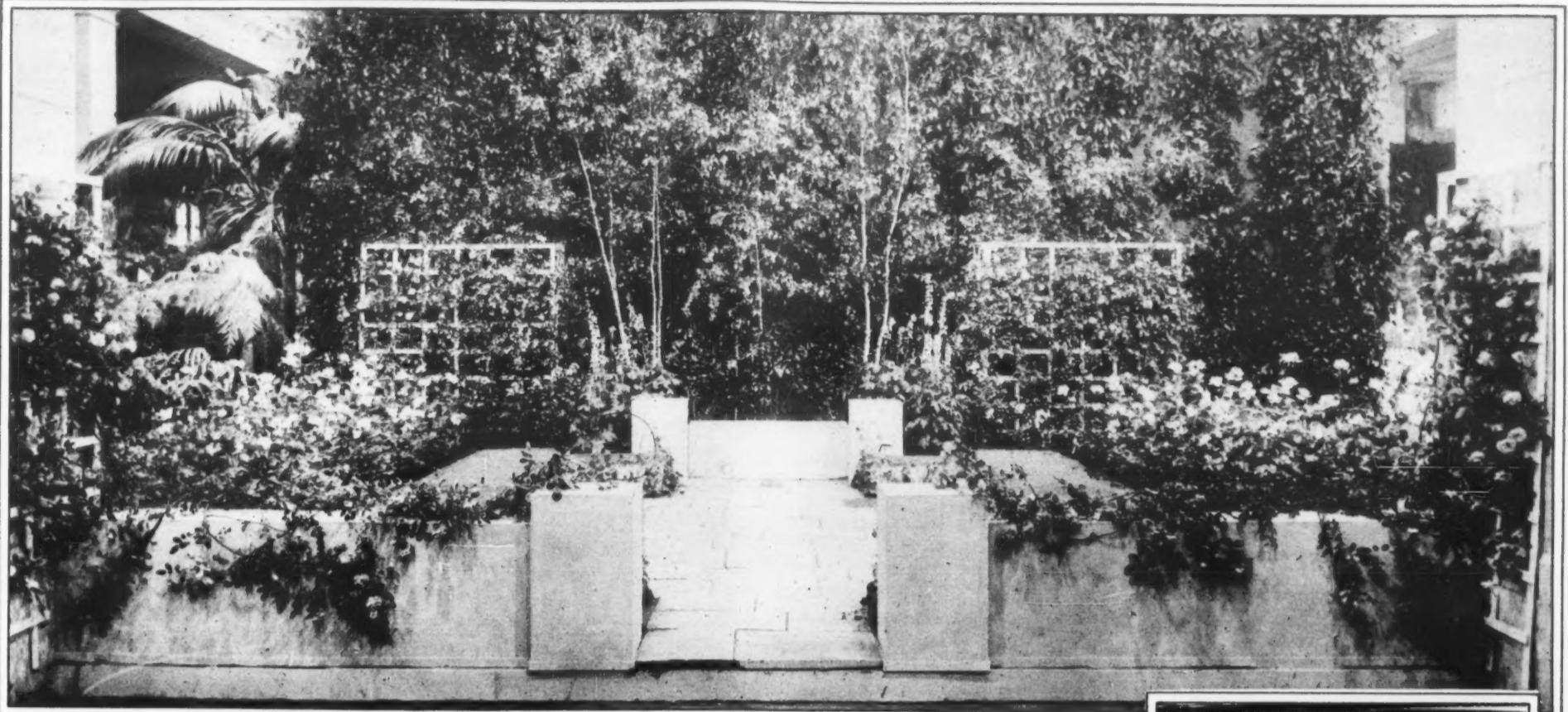
"It is not too much to predict that within the next quarter of a century this great advance in medicine will be imitated in all the important medical centres of this country, and will quite as certainly serve as a model for the development of neurology and psychiatry in other countries."

Neurology, he continued, must be a pioneer in investigating the pathology of modern education, "for surely there is a disease here crying for treatment and deserving a cure." He also declared that neurology must also be in the vanguard in approaching the delinquencies of childhood and adolescence, the problem of crime and the prevention of crime, "the problems of individual adjustment to the increasing harshness in the exigencies of modern life."

The new Institute calls for twelve stories, to contain 106 ward beds (including a children's ward of ten beds), fifty private rooms, thirty-five smaller private rooms, to be moderately priced to meet the moderate income, a nurses' section to house sixty-seven nurses, and quarters for the superintendent and the supervisor of nurses and for the internes and administrative personnel.

Mr. Morgan's gift, apart from the personal sentiment involved, is another illustration of the growing tendency among men of great wealth to devote much of their fortune to public uses.

NATURE'S FAIREST BLOSSOMS AT THE INTERNATIONAL FLOWER SHOW



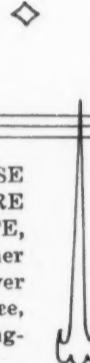
A CHARMING ROSE GARDEN

Exhibited by F. T. Pierson of
Tarrytown, N. Y., at the
Flower Show Held
by the New York
Horticultural
Society at
the Grand
Central
Palace.
(Times
Wide
World
Photos.)



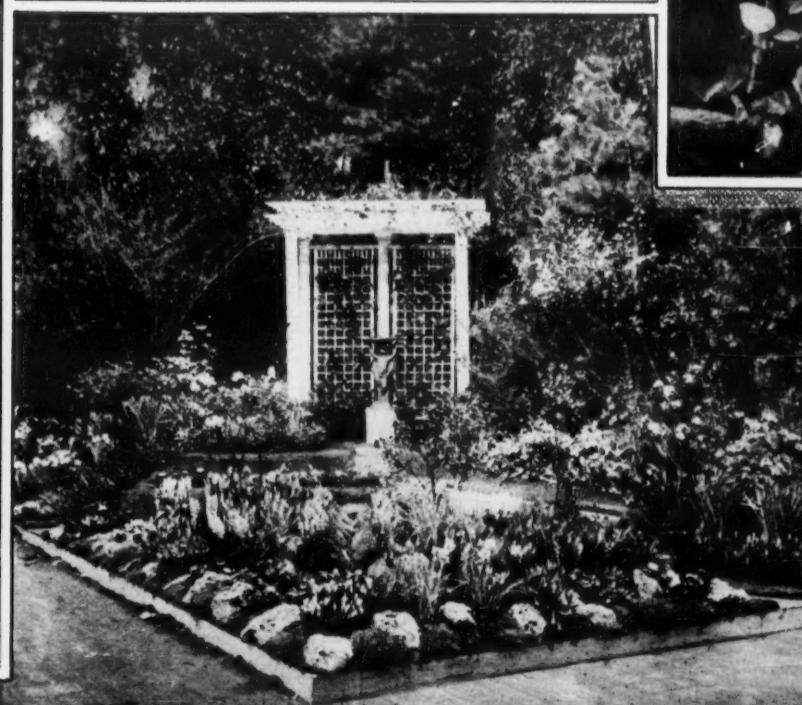
A DOLL'S HOUSE
IN THE CENTRE
OF A MODEL ESTATE,

Exhibited by Mrs. Homer
Gage at the International Flower
Show Held at the Grand Central Palace,
New York. Miss Julia Goodbody Is Arrang-
ing the Flowers.
(Times Wide World Photos.)



A CAPTAIN OF A SHIP OF FLOWERS: MASTER JOSEPH
J. LANE JR.

2½ Years Old, With a Floral Piece Shaped Like an Ocean
Liner at the International Flower Show.
(Times Wide World Photos.)



A GARDEN FAIR TO SEE: ONE OF THE EXHIBITS
at the New York Horticultural Society's Fourteenth Annual Flower Show at
the Grand Central Palace. The Garden Is the Work of Mrs. Homer Gage.
(Times Wide World Photos.)

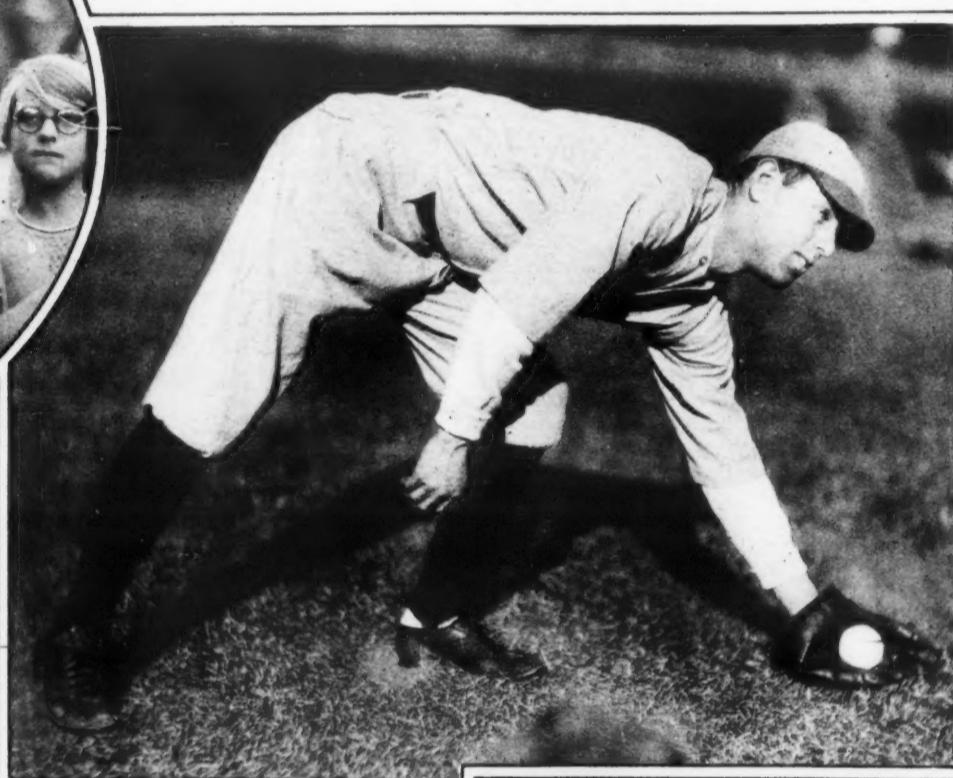


ANNA
CASE,
FAMOUS
SOPRANO,
With a Bou-
quet of Roses
at the Flower
Show Held at
the Grand
Central
Palace.
(Times Wide
World Photos.)





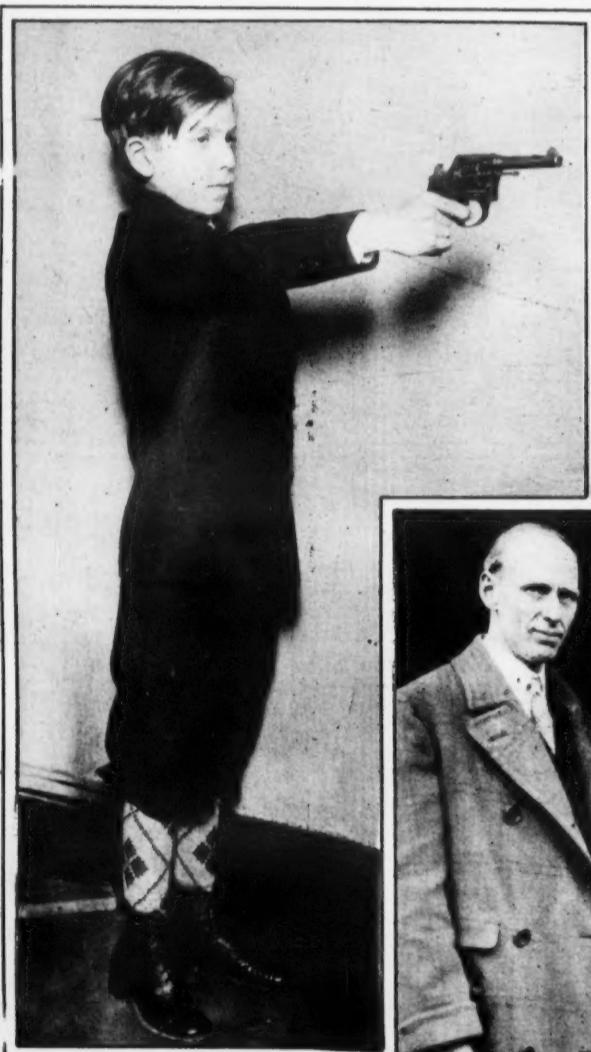
ALL OUT FOR PRACTICE: THE EIGHTEEN HARVARD CREWS Appear on the Charles, the First Time This Season That They Have All Turned Out Together.
(Times Wide World Photos.)



THE FESTIVE OIL KING:
JOHN D.
ROCKEFELLER Shakes Hands With a Lady at the Ye Old Town Market Fair Held at Ormond, Fla., Where He Is Wintering as Usual.
(Engelbrecht.)



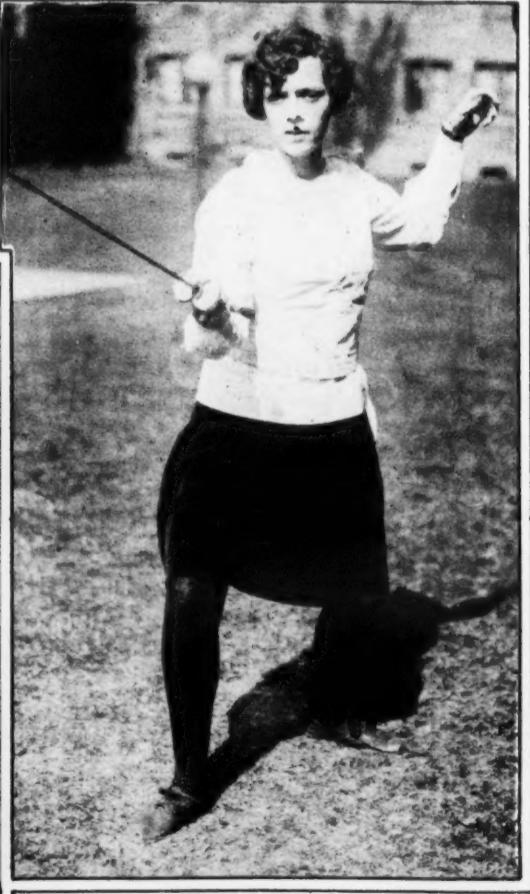
A DOUBLE-TRACK ATHLETE: DICK VAUGHAN, Who Is Captain of the Yale Hockey Team, Also Turns Out for Spring Baseball Practice and Is a Likely Candidate for This Year's Varsity Outfield.
(Times Wide World Photos.)



UNOFFICIAL PISTOL INSTRUCTOR OF THE NEW YORK POLICE: JOHNNY JOVINO, 10 Years Old, Is in Charge of the Pistol Range in His Father's Store, Where the Cops Go to Practice Marksmanship. In the Picture Johnny Is Balancing a Dime on the Barrel of His Pistol.

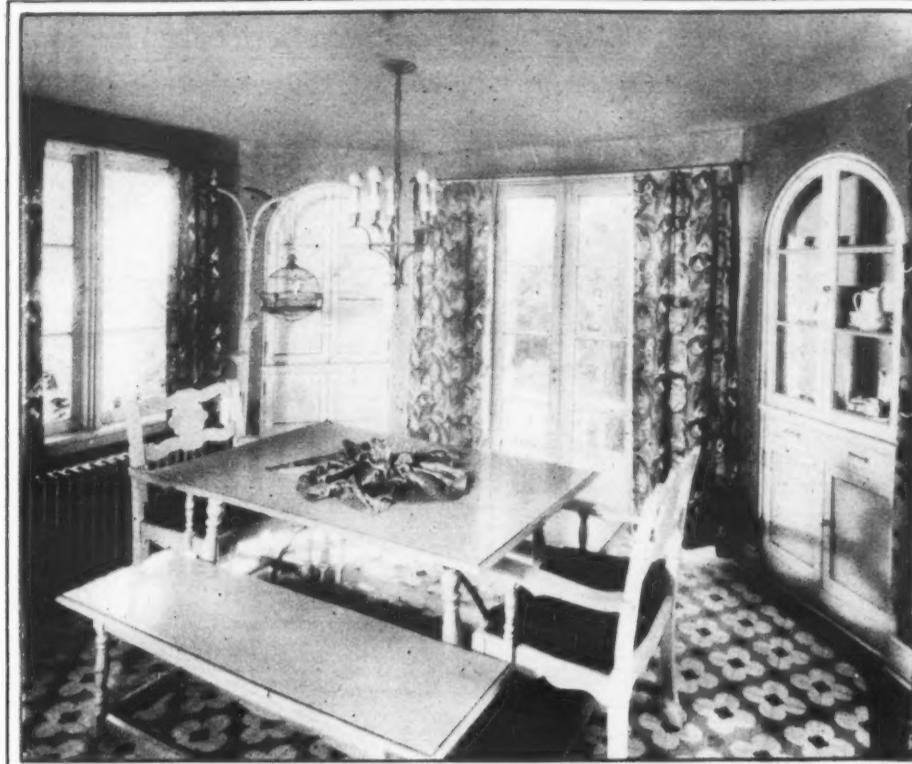


RULERS OF RADIO: FOUR OF THE NEW BOARD OF COMMISSIONERS Appointed by President Coolidge to Regulate the Use of the Ether for Broadcasting Pay a Visit to the White House. Left to Right: Henry A. Bellows of Minnesota, John F. Dillon of California, Eugene C. Sykes of Mississippi and O. H. Caldwell of New York.
(Times Wide World Photos.)



ON GUARD! MISS ELIZABETH WINCHESTER of New York City, New Captain of the Bryn Mawr Fencing Team.
(Times Wide World Photos.)

LUSTROUS MOHAIR, THE LATEST IN INTERIOR DECORATION



A HANDBLOCKED FLORAL PATTERN
in Hand-Blocked Mohair Is Used for the Hangings in the Breakfast Room of a Suburban Home.



THE SUNNY CORNER OF A SITTING ROOM
Puts on Its Summer Dress With Glass Curtains of Mohair Net Over Curtains of Moss-Green Mohair, Stenciled in a Miniature Scene From Versailles, and Chair Covers of Hand-Blocked Mohair.

By Lillian Morgan Edgerton

WHILE March winds blow and Spring advances timidly every housewife is face to face with the annual task of renovating and freshening the interior of her home. Whether that residence happens to be a mansion or a house of modest size, an apartment large or small, the function is much the same. The mistress of an establishment of many rooms has compensation in adequate service and in the ability to hire the professional advice on what to have and to do, in what manner to change and to renew the furnishings and decorations, and where to find the materials she may require. To any but the utterly blasé the experience is full of interest and may even contain a few thrills, and it is the feeling of most women to give to it as much as possible of themselves. It is the fashion to express one's self in one's surroundings, and the opportunity to do this comes logically once a year when alterations, refurbishing, and perhaps refurnishing, are due.

* * *

House-cleaning time, like moving day, arrives technically May 1. But this date is anticipated weeks in advance, and women search the shops, attend sales, visit galleries and confer with their decorator, if they are fortunate enough to have one. The longing is always for something different, something new in ideas and materials. This demand has been met to such an extent that everything required for interior decoration is offered in abundance. There is so much that is beautiful in so many different ways that the matter of selection and of making a decision is rather bewildering. If there is to be a thorough renewing of decorations it is necessary to begin with the background—the walls, floors, ceilings and wood-work. This is a responsibility for the mistress of the house, or for the decorator to whom it is given

over, which many have learned from experience to appreciate. Whether there is to be this entire doing over, or only the freshening up of hangings and coverings, fabric is the essential. There is scarcely a month in the year in which something is not to be renewed, mended, replaced for which a bit of attractive stuff is sought. The real joy is found when the old is to be entirely discarded and the latest and loveliest thing may be chosen.

* * *

The styles in materials have been changing swiftly, the popular demand for several seasons being for the chintzes that followed the vogue of cretonne and that have largely replaced the use of silk and satin. Now an entirely new type of fabric has come into the very peak of fashion—mohair, which is also the oldest, for its history dates back to the time of Moses, when the fleece of the Angora goat was woven into curtains hung in the temples of the Israelites. Its record in this country began with its manufacture into patterns and weaves

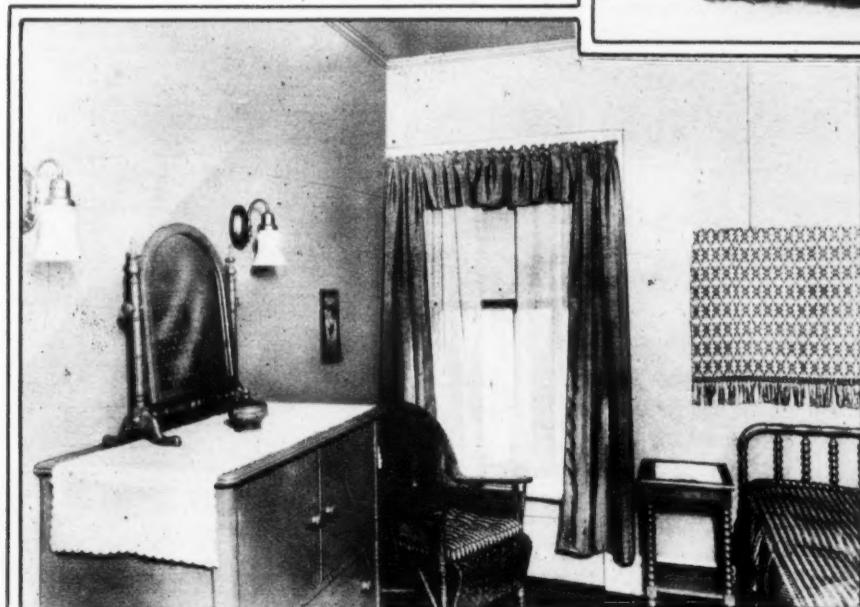
for clothing and for the home in 1825. The seventy-fifth anniversary of a distinguished New York firm who are giving out the present version of mohair is being celebrated this year and month. The number of designs and types of weave in mohair are amazing. There are, in the collection, hand-blocked, stenciled and the roller prints, which, being machine done, are sold at half the price of those printed by hand. Also at popular prices are the broché mohairs that reproduce hand-embroidered crewel work. Among the richer weaves is one in two tones labeled "The President," in which the pattern is cut into the pile—shown in four colors. From these splendid brocade effects and handsomely embroidered mohairs for curtains, furniture covers, bedspreads and cushions there are the beautiful, lustrous, supple weaves in stripes and small patterns, in the most enchanting color harmonies. There are quaint bird's-eye and honeycomb patterns, suitable for every phase of drapery in a chamber and fascinating for the furnishing of country homes.

* * *

The final achievement of this fabric that has its origin in the woolly coat of an Angora goat is the mohair lace, net and gauze which are being used in the place of other materials for glass curtains, casements and many other purposes for which a sheer material is required. There is satisfaction of more than one sort in the new mohairs. They are sunfast, washable, almost unshrinkable and are to be had at a most reasonable price.

* * *

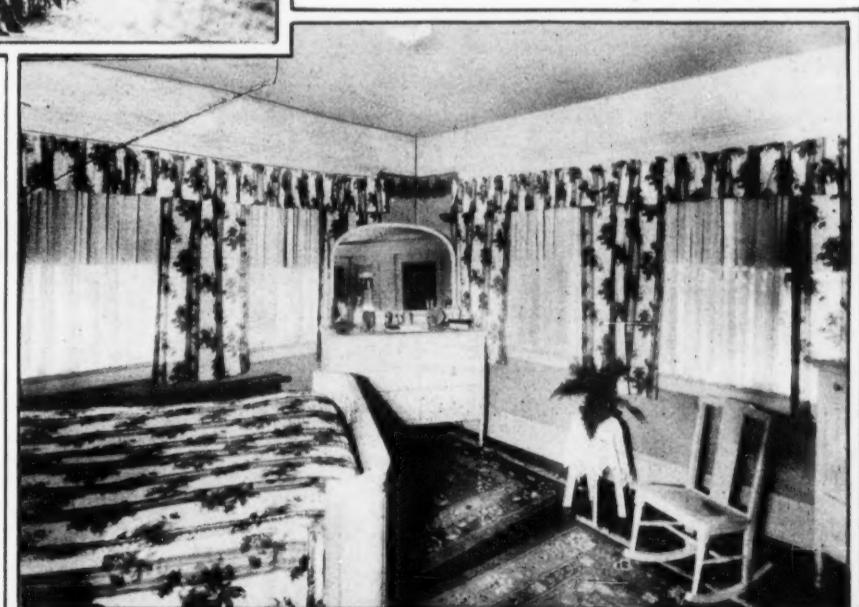
Simplicity and bright coloring seem to be the twin tendencies which are most prevalent in modern decoration. "Stuffiness" is to be avoided at all costs; it is the unforgivable sin against the artistic spirit of our time. Never have American homes been so attractive; never have they been so simply furnished and decorated.



A COLLEGE BOY DECIDES UPON MOHAIR,

the Latest Style in Curtains and Covers, for His Own Room. A Reproduction in Mohair of Old Needlework Decorates the Wall.

THE
VENER-
ABLE
CAPRI-
CORNUS
Gallantly
Sacrifices
His Coat
to the
Latest
Fashion
in
Deco-
rative
Fabrics.

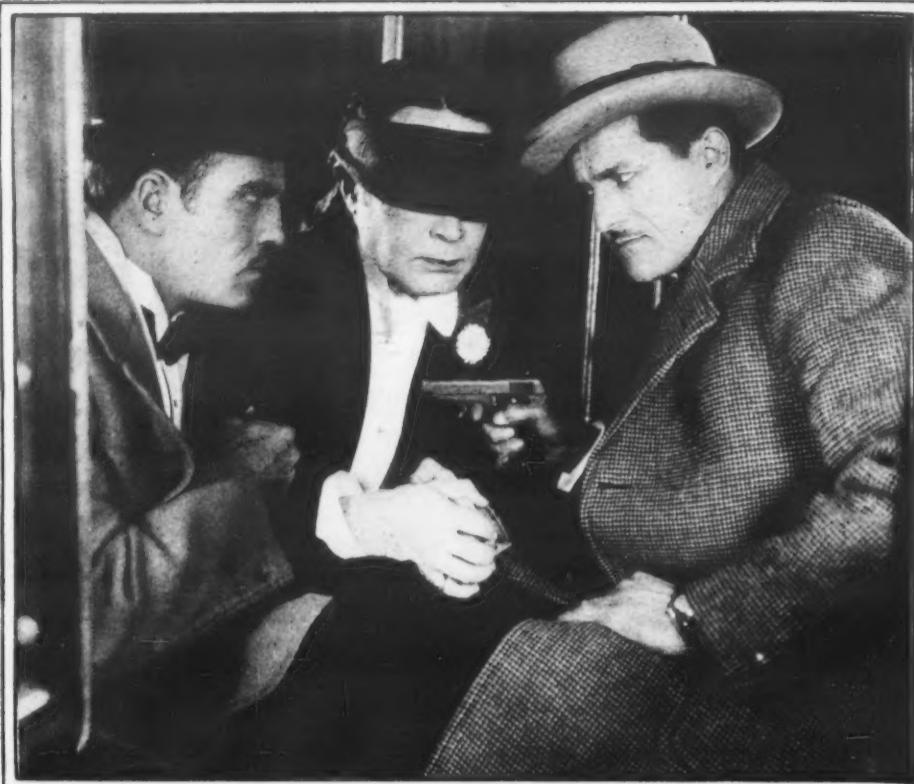


A CHAMBER IS MADE FRESH AND LOVELY

for the Year 'Round With Hangings and Covers of Mohair, Hand-Blocked in a Beautiful Design of Orchids.

Suggestions and Advice Regarding Home Decoration and Information as to Where the Various Articles May Be Purchased Will, on Request, Be Given by the Interior Decoration Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

Flashes of News From the Movie Studios



A DIFFICULT SITUATION: MONTE BLUE Seems to Be Up Against It in This Scene From "Wolf's Clothing" (Warner Brothers).

F SCOTT FITZGERALD, author of "The Beautiful and Damned," "The Great Gatsby," and other works which have secured considerable public attention from time to time, has been in Hollywood composing a scenario for Constance Talmadge. Having completed the opus, he has departed for the Atlantic coast.

The story is said to deal with college life.

* * *

Ed Wynn has recently been doing stunts at Niagara Falls. Evidently willing to risk life and limb for the advancement of the motion picture art in general and of his own picture, "Rubber Heels," in particular, Ed submitted to being planted in the middle of the stream on a barge which was fastened to an iron piling in the middle of the torrent just above Luna Falls. Incidentally Ed is said to be the only man who has ever looked over the edge from midstream and then been able to tell about it.

* * *

Fatty Arbuckle has a five-year contract to make comedy pictures in Germany. In all probability some of these pictures will be tried out sooner or later in America. Then an interesting study in popular psychology will be available for those who concern themselves with such matters.

* * *

The first film library ever to be established in any educational centre will shortly be set up at Harvard University.

Harvard is strong for the movies. Not content with beginning a course in the study of the cinema industry, she is now making a more thorough job of it by providing facilities for the preservation of the most deserv-



ED WYNN AND CHESTER CONKLIN as They Will Appear in "Rubber Heels," a Paramount Picture.



SPRING BASEBALL PRACTICE: MACK SENNETT'S BATHING BEAUTIES Persuade Two Male Members of the Company to Give Them Pointers in the Fine Angles of the Game.

ing films. The plan is that at the beginning of each year a faculty committee, in association with Will Hays and the producers, is to make a selection of the best

pictures of the preceding twelvemonth. These pictures will be placed in the archives.

* * *

W. C. Fields will be starred by Famous Players-Lasky in a picture entitled "The Timid Soul." In accordance with the new Paramount policy, it is to be filmed in California.

* * *

Mary Philbin and Jean Hersholt will be jointly starred by Universal in "Viennese Lovers."

* * *

Work has been begun by the Metro-Goldwyn-Mayer forces on "Wind," which will be Lillian Gish's next starring vehicle.

In the meantime the release date of "Annie Laurie," while still a trifle indefinite, seems to be coming nearer and nearer. From all accounts it will prove worth waiting for. Lillian, if you ask us, is getting better all the time. She is gradually dropping her mannerisms—and how delightful it would be if all screen stars could do that!

* * *

"The Heart of Salome," starring Alma Rubens, is a forthcoming Fox production.

* * *

Bebe Daniels's next picture—a Paramount item, of course—will be entitled "Senorita." Following that, a sequel to "The Campus Flirt" will be prepared.

* * *

Gilda Gray has joined the brilliant aggregation of stars who are now under contract to United Artists. Her latest, "Cabaret," is about to be released by Famous Players-Lasky.

* * *

Marie Dressler will be one of the cast of "The Callahans and Murphys" (Metro-Goldwyn-Mayer).



ADRIENNE TRUEX.

A LOVELY blonde with the profile of Greta Garbo, the head of Corinne Griffith, the grace of Alice Joyce, the fire of Gloria Swanson and the charm of Dolores Costello!

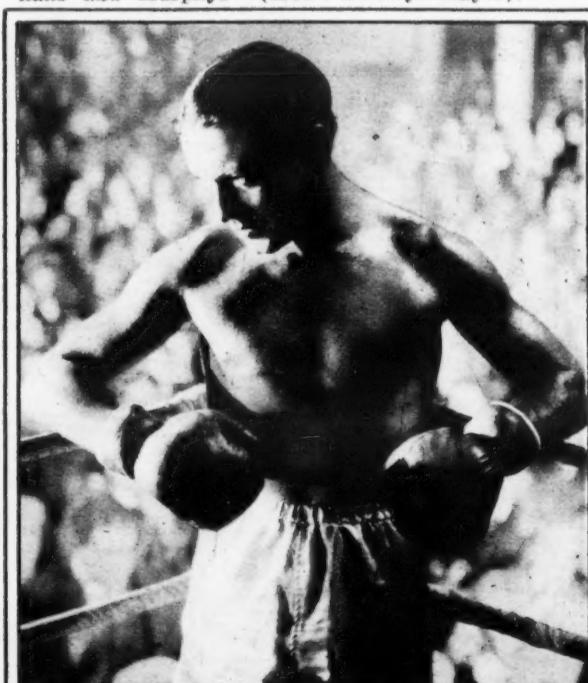
Now that is something like a testimonial, isn't it? But it represents the deliberate opinion of Robert Kane, movie producer, as regards Adrienne Truex, a lovely newcomer in moviedom who has passed at a bound from the lowly position of an "extra" to the heights from which stars look down upon their fellow-mortals.

It happened in this wise: Kane is about to produce a screen version of "Dance Magic," by Clarence Buddington Kelland, which will be made at the Cosmopolitan Studio in New York and released through First National. One of his agents in Hollywood saw Adrienne and suggested a screen test. The resulting films were sent East to Mr. Kane. Enthusiasm followed; the wires to California thrilled with invitations to the hitherto unknown girl to sign on the dotted line and presently Adrienne signed.

As soon as she arrives in New York work will begin on "Dance Magic."

For the benefit of movie-struck young ladies all over this broad land, it must be hastily added that such marvelous turns of fortune occur very, very rarely. Miss Truex is one of the long shots whom the lightning of luck strikes at unpredictable intervals. She is beautiful and she is said to possess considerable talent as an actress, but just the same she might have gone on for years as an extra had it not been for the gods of chance.

Robert Kane believes that new faces are needed in the constantly changing movie art. He has secured for us a very exquisite one.



READY FOR THE GONG: RICHARD BARTHELMESS, in "The Patent Leather Kid" (First National).

Questions of General Interest Regarding Photoplays and Players Will Be Answered Gladly, Either in These Pages or by Mail, if Addressed to the Motion Picture Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

LOVE AND WAR FORM THEME OF "THE ROUGH RIDERS"



"A HOT TIME IN THE OLD TOWN TONIGHT": THE CHARGE OF THE ROUGH RIDERS

Up San Juan Hill, One of the Most Vivid Scenes in the New Paramount Picture "The Rough Riders."

By *Mitchell Rawson*

IN spite of disarmament conferences, the League of Nations and the ingrained pacifism of most of the veterans of the last great rumpus in Europe and points East, it appears that the great public is as devoted as ever to the pride and panoply of war. A whole series of pictures portraying the stirring doings of the army and navy made 1926 the most military of movie years. All of these pictures prospered greatly, and the end is not yet. Now comes one of the best of the lot—"The Rough Riders," a Paramount production which has just opened at the George M. Cohan Theatre, New York, and which bids fair to remain at that house for several months to come.

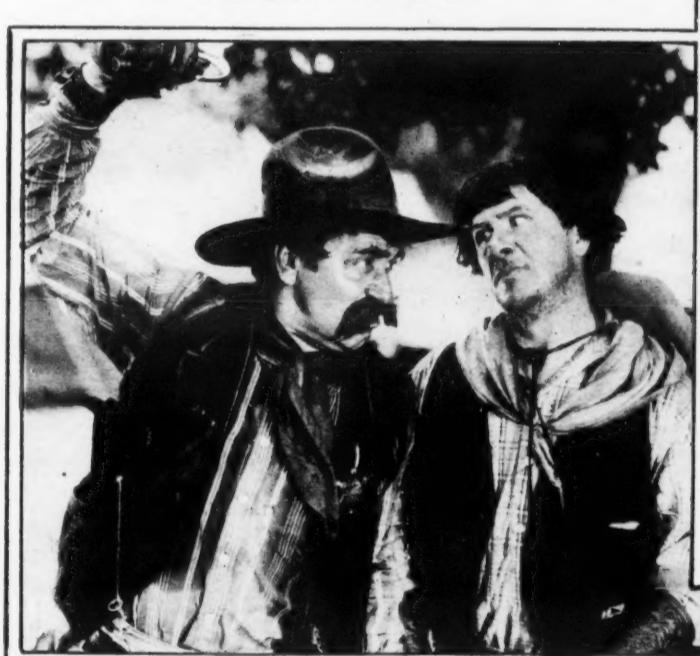
"The Rough Riders," as the reader with piercing discernment has doubtless surmised, deals with the Spanish-American War and glorifies the famous regiment which charged up San Juan Hill. Over the whole story broods the mighty figure of Theodore Roosevelt; but Roosevelt is not strictly the hero of the picture. A very well-played love story runs its course from first to last, with Charles Farrell and Mary Astor as He and She, and with Charles Emmett Mack in the rôle of an unfortunate third party who, through sheer weakness of character, is never really in the running for the hand of the desired lady, and who at last breaks down on the battlefield and then redeems himself in a highly thrilling manner, leading the charge of the Rough Riders and meeting a glorious death.

The story begins with the blowing up of the Maine and America's declaration of war on Spain. We see Roosevelt (played by Frank Hopper) as Assistant Secretary of the Navy and then as Lieutenant Colonel of the spectacular cavalry regiment of which Leonard Wood held the chief command. Frank Hopper, whom the Paramount authorities discovered after a long search for a man who looked like Roosevelt, really bears an extraordinary resemblance to the late President and apostle of the strenuous life. Colonel Fred Lindsay as Leonard Wood is also convincing.

To the Rough Riders' camp at San Antonio comes Stewart Van Brunt (Charles Farrell). On his way to enlist he sees a girl, whose name, as revealed on the program, is Mary and nothing more. But the part is played by Mary Astor, who looks more beautiful than ever and does some rather clever acting. Van Brunt makes up his mind that Mary is the most wonderful girl in the world, and he proceeds to seek her society on every occasion. His rival, Bert Henley (Charles Mack), is pushed by degrees out of the competition. But Van Brunt presses his wooing too ardently. Driving Mary home from a picnic, he kisses her against her will, and she gets out of the buggy and walks home. The offense is magnified by rumor and exaggeration, and Van Brunt is haled before Colonel Roosevelt, who is about to dismiss him from the regiment in disgrace when Mary appears to tell



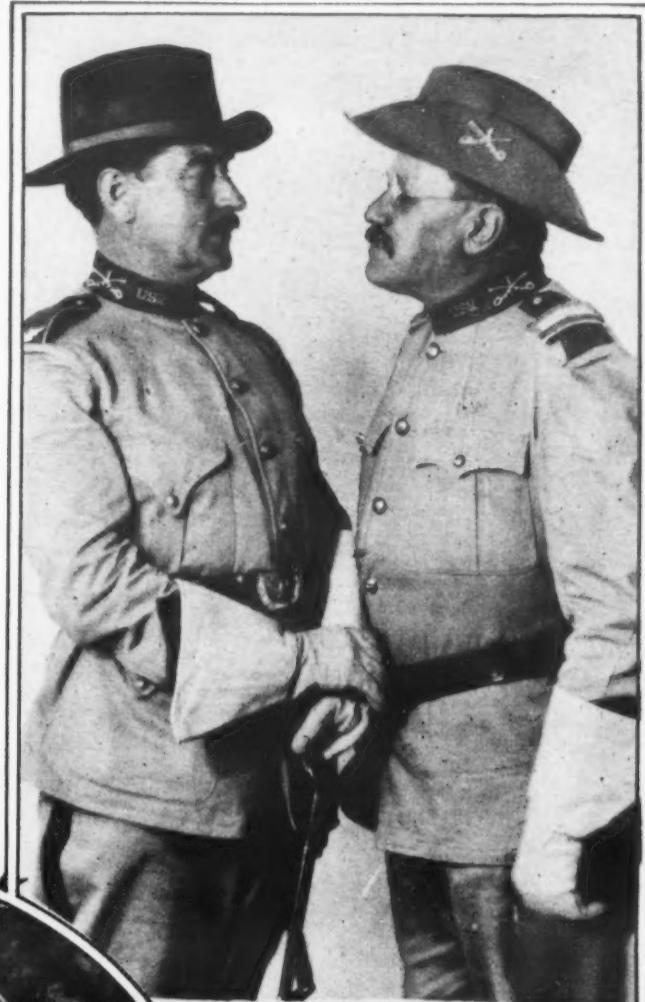
'TWAS
1898: "A
BICYCLE
BUILT FOR TWO"
Carries Mary (Mary Astor) and Her Swain, Bert
Henley (Charles Mack).



THE SHERIFF AND THE HORSE THIEF: HELL'S BELLS
AND HAPPY JOE
(Noah Beery and George Bancroft), Who Both Joined the
Rough Riders and Conquered Spain.

him that Van Brunt isn't as bad as report has made him out to be. Colonel Roosevelt gives the young man another chance, and then the regiment leaves for Cuba and wins undying glory on a diet of embalmed meat and to the accompaniment of fever. The Spanish-American fracas was a war that was fought on a small scale and mismanaged on a very large one.

The fighting scenes are splendidly done, and the atmosphere of 1898 is preserved from first to last. When the strife is over Van Brunt returns to Mary



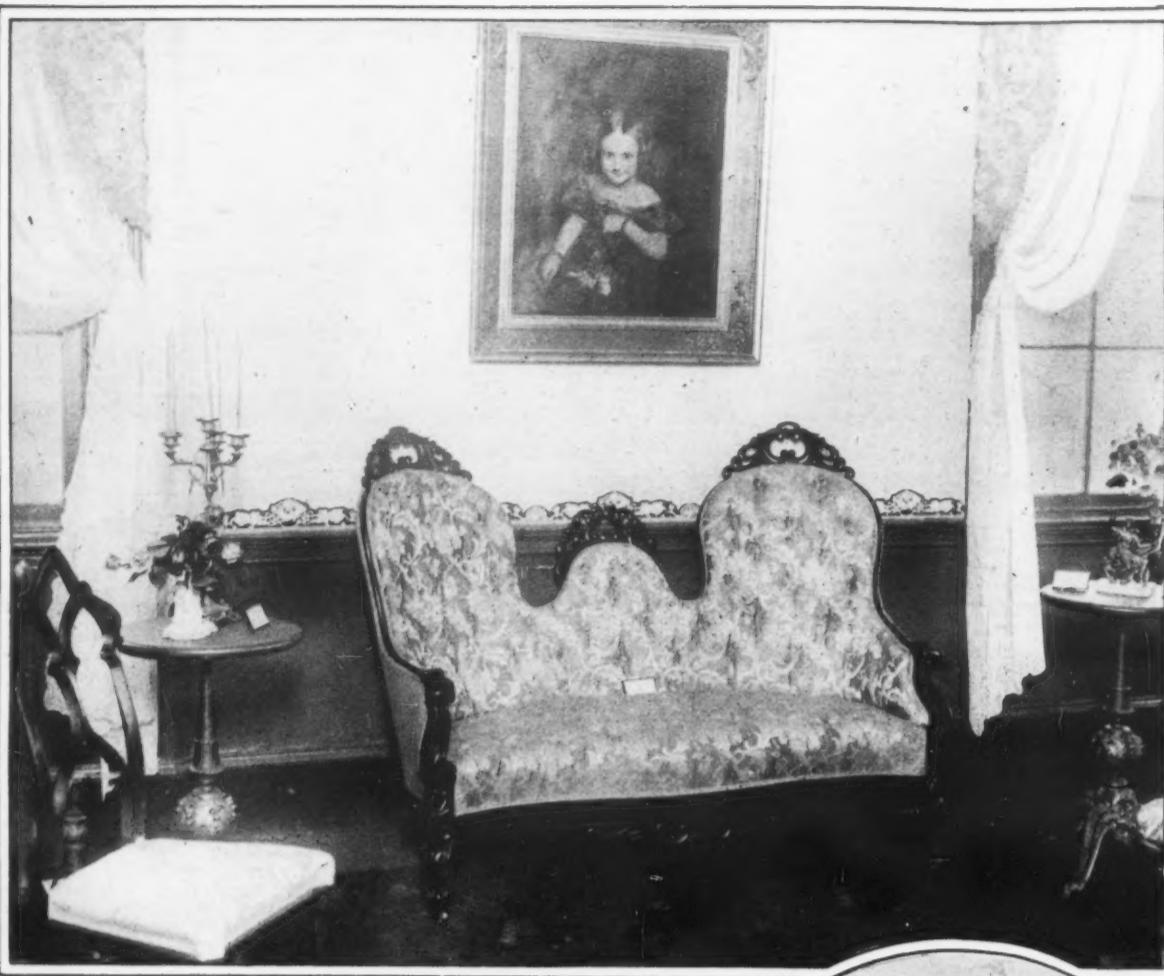
LEONARD WOOD
AND THEODORE
ROOSEVELT,
Otherwise Colonel
Fred Lindsay and
Frank Hopper,
in
"The Rough Riders."



THE IMMORTAL TEDDY:
FRANK HOPPER AS
THEODORE ROOSEVELT
in "The Rough Riders," as
Seen by Fowler, the Carica-
turist.

to tell her that his rival died a hero. Then he leaves her, and the next scene shows us the White House at Roosevelt's inauguration, seven years later, when all the old Rough Riders who could manage it assembled to render homage to their old leader. Among the veterans is the handsome Mr. Van Brunt, with his wife and two little Rough Riders, a boy and a girl. Of course the wife is Mary, so that is all right.

Noah Beery and George Bancroft have excellent rôles in the cast, and of course make the most of them.



IN THE EARLY VICTORIAN STYLE: A ROOM IN THE OLD GRACIE MANSION

in New York, Built Before the Revolution, Which Has Now Been Opened to the Public as a Municipal Museum Dedicated to the Collection and Preservation of Relics of Various Phases of New York Life. (Times Wide World Photos.)



PLAYING IN "THE KNAVE OF HEARTS": A DANCING DRAMA

Is Presented by Wellesley College Girls and the Picture Shows the Misses Carol Martin and Mary Neal as the King and Queen.

(Times Wide World Photos.)



THE
PASTRY
COOK:

MISS
DOROTHY
WOOD

in One of
the Scenes
in the Danc-
ing Drama,
"The Knave
of Hearts,"
Presented
by Girls of
Wellesley
College.

(Times Wide
World
Photos.)



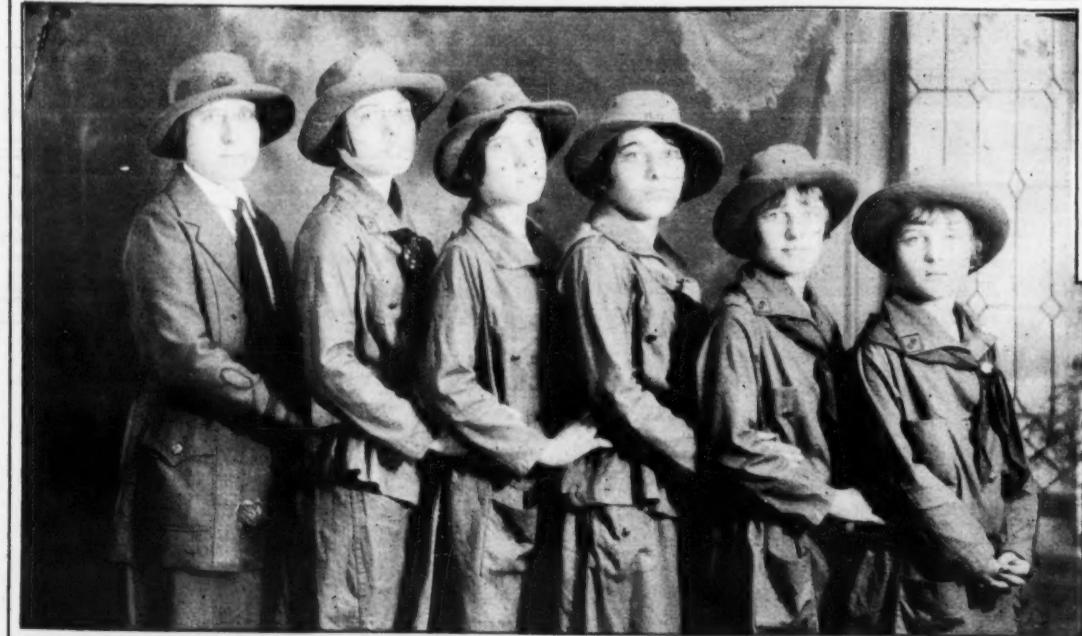
BORN ON ST. PATRICK'S DAY: CAROL FRIEDLANDER, Daughter of Mr. and Mrs. Charles Friedlander of Highbridge, New York City, Celebrated Her Second Birthday on March 17. Also She Is Said to Be the First Child Whose Photograph Has Been Sent Across the Continent by Telephone.

(© Yerex Studios.)



A HANDSOME HANDFUL: MERLE DONALD BULL of St. Paul Proves by This Catch That He Is a First-Class Fisherman.

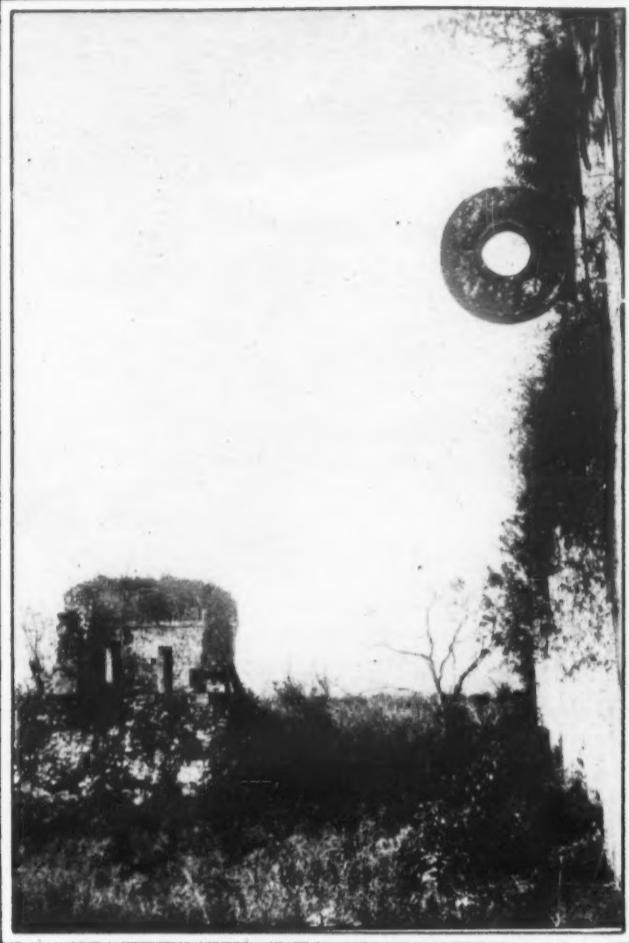
(Times Wide World Photos.)



ALL GOOD SCOUTS: A MOTHER AND HER FIVE DAUGHTERS, the Timberlakes of Camden, Ark. All the Girls Are Members of the Girl Scouts of America and the Mother Is a Member of the Camden Scout Council. Left to Right: Mrs. L. J. Timberlake; Helen, 15; Isadora, 13; Dean, 16; Katherine, 12, and Jane, 10.

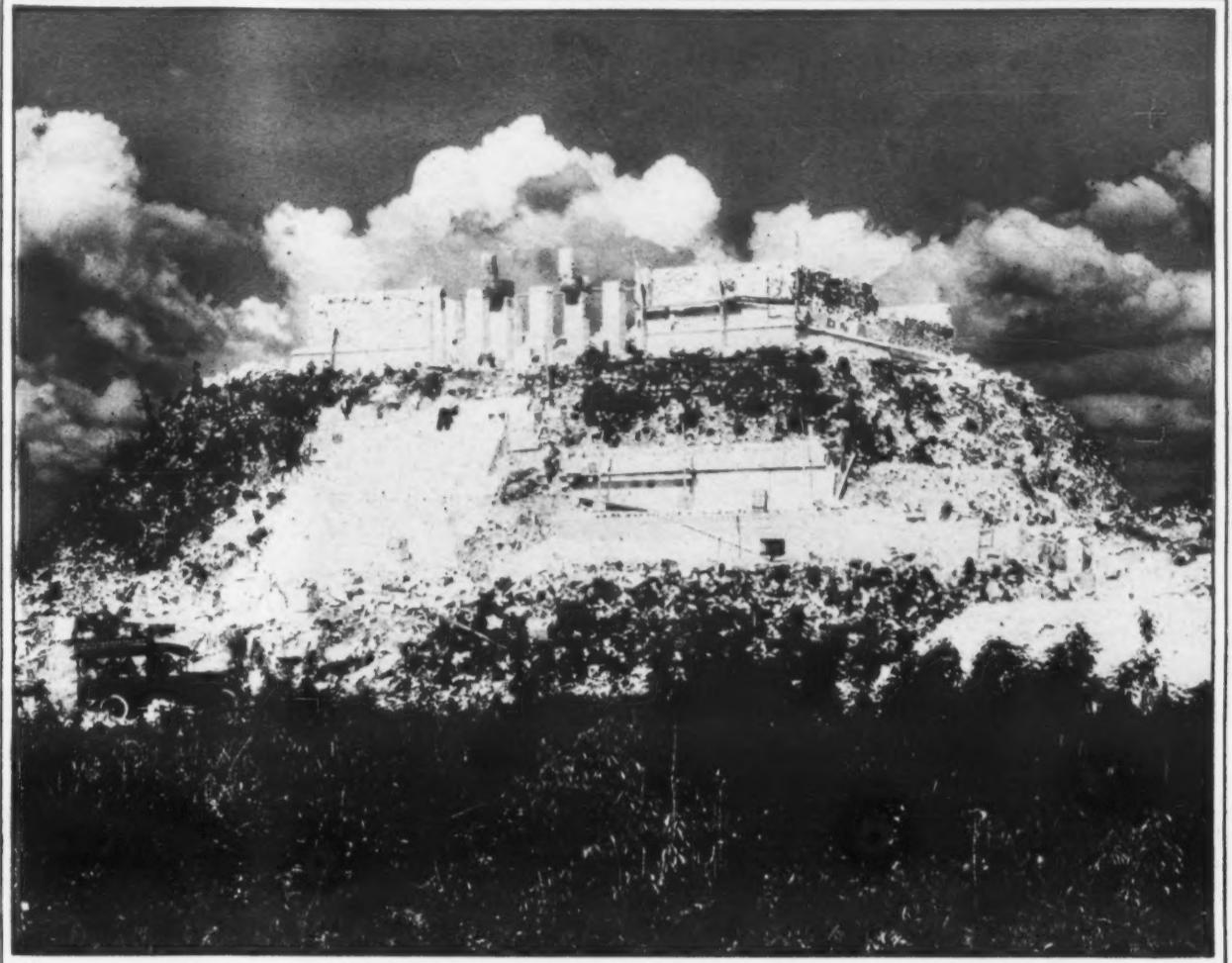
← → (Times Wide World Photos.)

BASKETBALL IN ANCIENT YUCATAN? A QUAIN DISCOVERY



IN ANCIENT YUCATAN: THE SITE OF A
"BASKETBALL COURT"

Where a Game Which Must Have Been Very Similar to the Modern One Was Played. Note the Stone Ring in the Wall.
(E. L. Crandall.)



THE TEMPLE OF THE WARRIORS
at Chichen Itzá, the Excavated City of the Maya in Yucatan.
(E. L. Crandall.)

FOR the last two years and more a group of trained archaeologists from the Carnegie Institution of Washington have been engaged in the study and excavation of the ruins of Chichen Itzá, once the capital of the shadowy Mayan Empire in Yucatan—a civilization which passed and left no history save such as patient students in our own day have been able to decipher from the crumbling buildings.

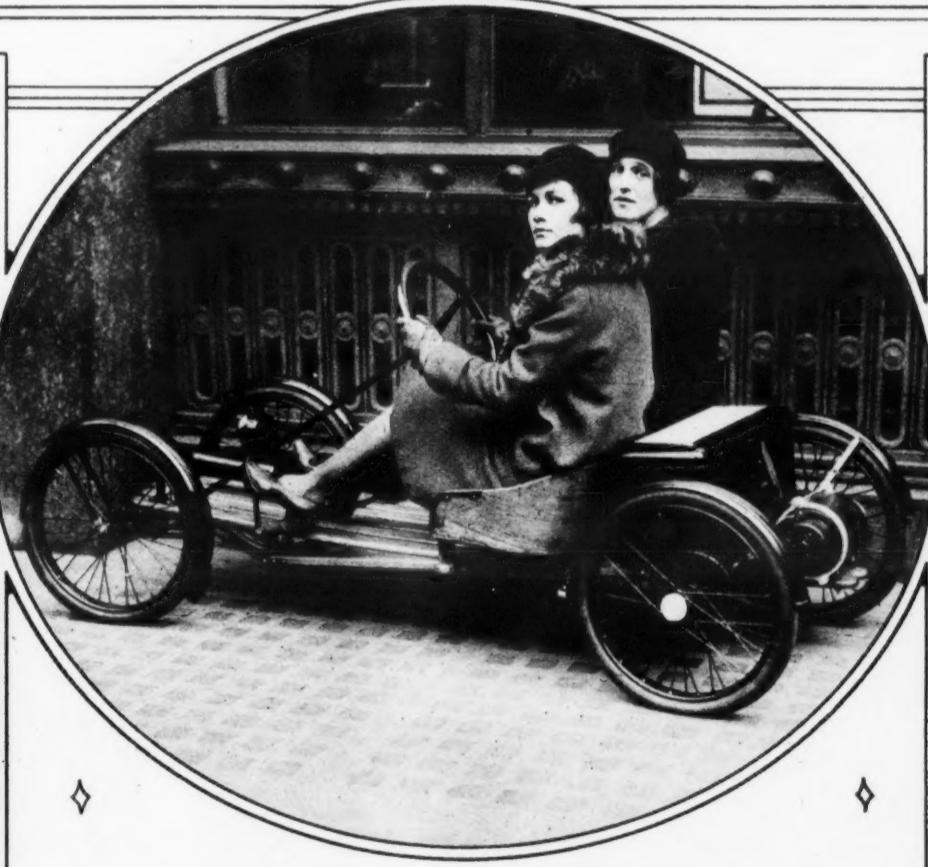
More and more is being learned of these vanished people. It is estimated that at one time as many as 250,000 persons may have lived at Chichen Itzá alone.

One of the photographs reproduced on this page demonstrates amusingly that there are very few new things under the sun. Take basketball, for instance. One hardly thinks of it as having been played in Yucatan between 500 and 1,000 years ago. But at Chichen Itzá

are the ruins of a court which looks very much as though it had been laid out for the playing of the modern game. Two rings remain in the wall that runs beside the court, which evidently served as the goals.

Perhaps basketball was invented by the Maya, and has long since forgotten its ancestry. Who knows?

"The more things change," says a French proverb, "the more they are the same."

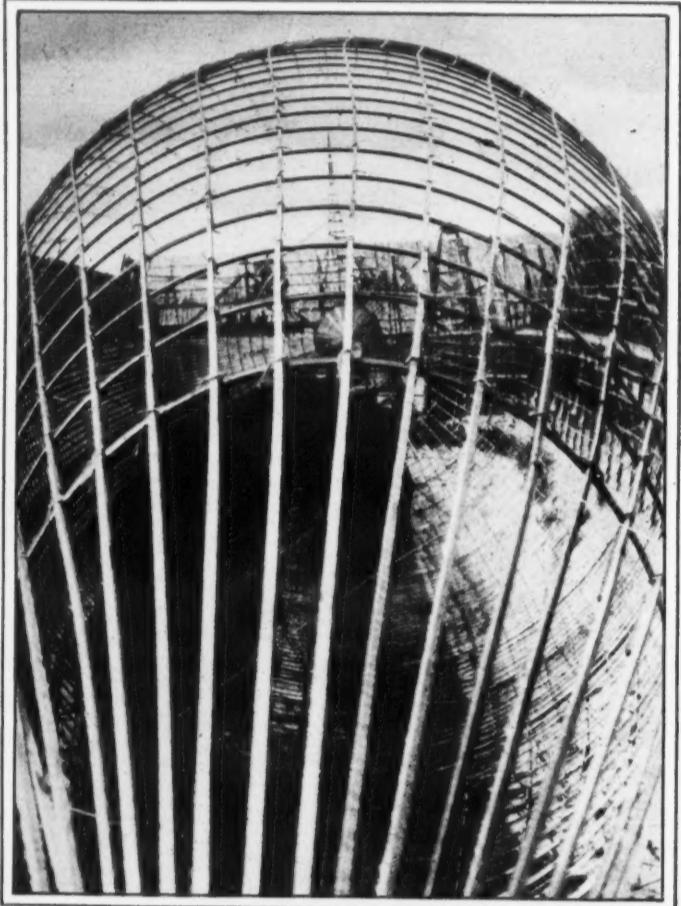


A MINIATURE ELECTRIC ROADSTER: IT WEIGHS ONLY TWO HUNDRED POUNDS
and Measures Sixty-two Inches From Hub to Hub. Misses Millicent McMahill and Catherine Root Are Shown Trying Out the Car at the New York Edison Company's Show.
(Times Wide World Photos.)



AN AMERICAN BOY SCOUT
FROM RUSSIA:
NICK MARDOVIN,
Born in Petrograd, Now a Senior in Emerson High School, Gary, Ind., Holds Seventy-two Out of a Possible Seventy-six Scout Merit Badge Awards. He Is 18 Years Old.
(Times Wide World Photos.)

AN ANGLING GOLFERETTE:
MISS NANCY M. SLAGLE
of Alton, Iowa, Won the Prize for the Largest Fish Caught by a Woman in the Dixie-Cuba Golf Pilgrimage. In the Picture Miss Slagle Is Holding the 21 1/2-Pound Amberjack and the 18-Pound Baracuda Which She Caught at Key West.
(Hamilton M. Wright.)



ON HENRY FORD'S NEW ENGLAND FARM: THE OLD MILL
Near the Wayside Inn at Sudbury, Mass., Where the Automobile Manufacturer Is Preserving Many Relics of the Past.
(Times Wide World Photos.)



PADDOCK WINS AGAIN: THE 1 at the Meet of the Los Angeles A. C. and the University of Cal Paddock (L. A. A. C.) Finishing First, With Pinney Second and Yard Ever.



LAY EVANGELISTS WHO CAN PREACH FROM EXP Sing Hymns Lusty at the First Congregational Church, Cicer erman's Club, an Organization of Religious Laymen. Left to R Fred Jacover and Fred Ingersoll, Who Describe Themselves as Confidence Man and Auto Thief.
(Times Wide World Photo)



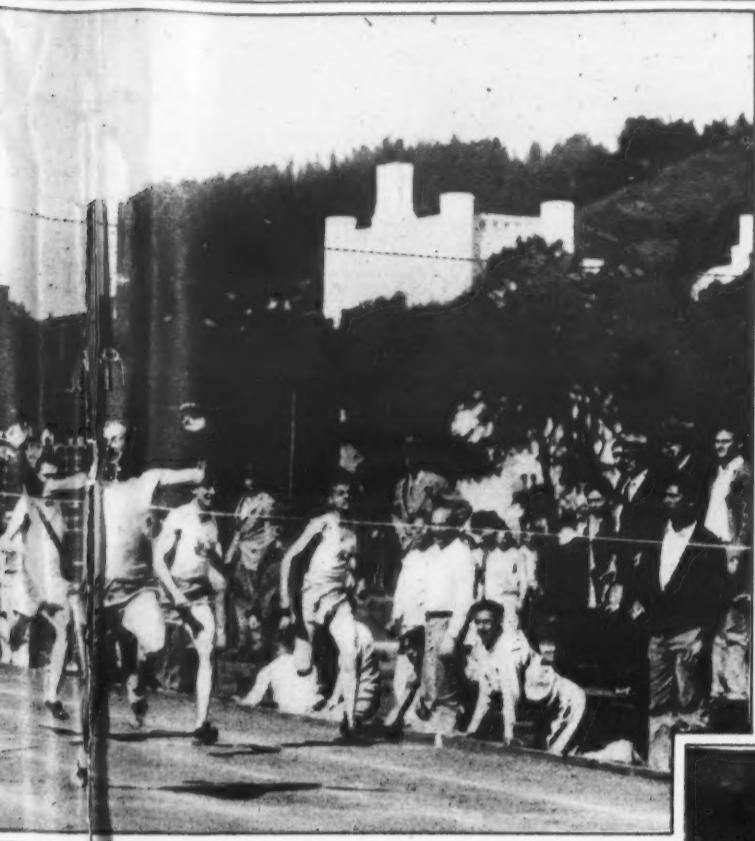
SINGERS AS WELL AS DANCERS: THE CHESTER HALE GIRLS, Featured Ballet Attractions at the Capitol Theatre, New York, Exercise Their Vocal Abilities Backstage Between Acts.

ON THE COURTS AGAIN: HELEN WILLS, Preparing for a Renewal of Her Meteoric Tennis Career, Appears for Practice Before the Third Annual Hotel Huntington Tournament, Pasadena, Cal.
(Times Wide World Photos.)



BACK TO THE MOVIES: LITA GREY CHAPLIN, Wife of Charlie Chaplin, Who Is Returning to the Pictures, With Sydney Earl Chaplin (Left) and Charles Spencer Chaplin Jr. (Times Wide World Photos.)

AT Wins the



MAIN: THE 100-YARD DASH
University of California at Berkeley, Cal., Showing Charley
Second and Giguere Third. Paddock Also Won the 220-
ard Ever.
(Times Wide World Photos.)



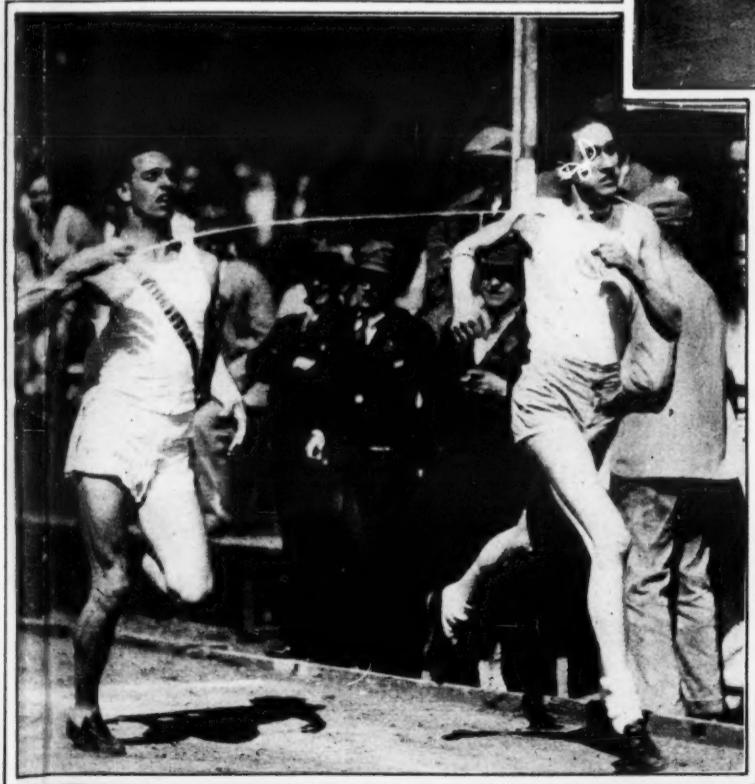
FROM EXPERIENCE: CONVERTED "HARD GUYS"
Church, Cicero, Ill., at the Annual Meeting of the Fish-
ermen. Left to Right: Bert Baker, Louis Hill, Ralph Teter,
Themselves as Former Gangster, Hijacker, Mail Robber,
and Auto Thief, Respectively.
(Times Wide World Photos.)



A MAGIC CAVE:
ONE OF
THE ICE
CAV-
ERNS IN
PARA-
DISE
GLA-
CIER,
Rainier
National
Park,
Wash.
The Sun-
light Fil-
tering
Through
the Crys-
tal-Clear
Walls
Throws a
Beautiful
Series of
Blue and
Green
Lights on
the Fan-
tastic
Designs
Carved in
the Ice by
Wind and
Water.
(Rainier
National
Park Co.)



GOING UP! MEMBERS OF THE LACROSSE TEAM
of the University of Pennsylvania Levitate After the Ball
During Spring Practice. Left to Right: Harry Johnson,
William Moore and Captain Sam Parke.
(Times Wide World Photos.)

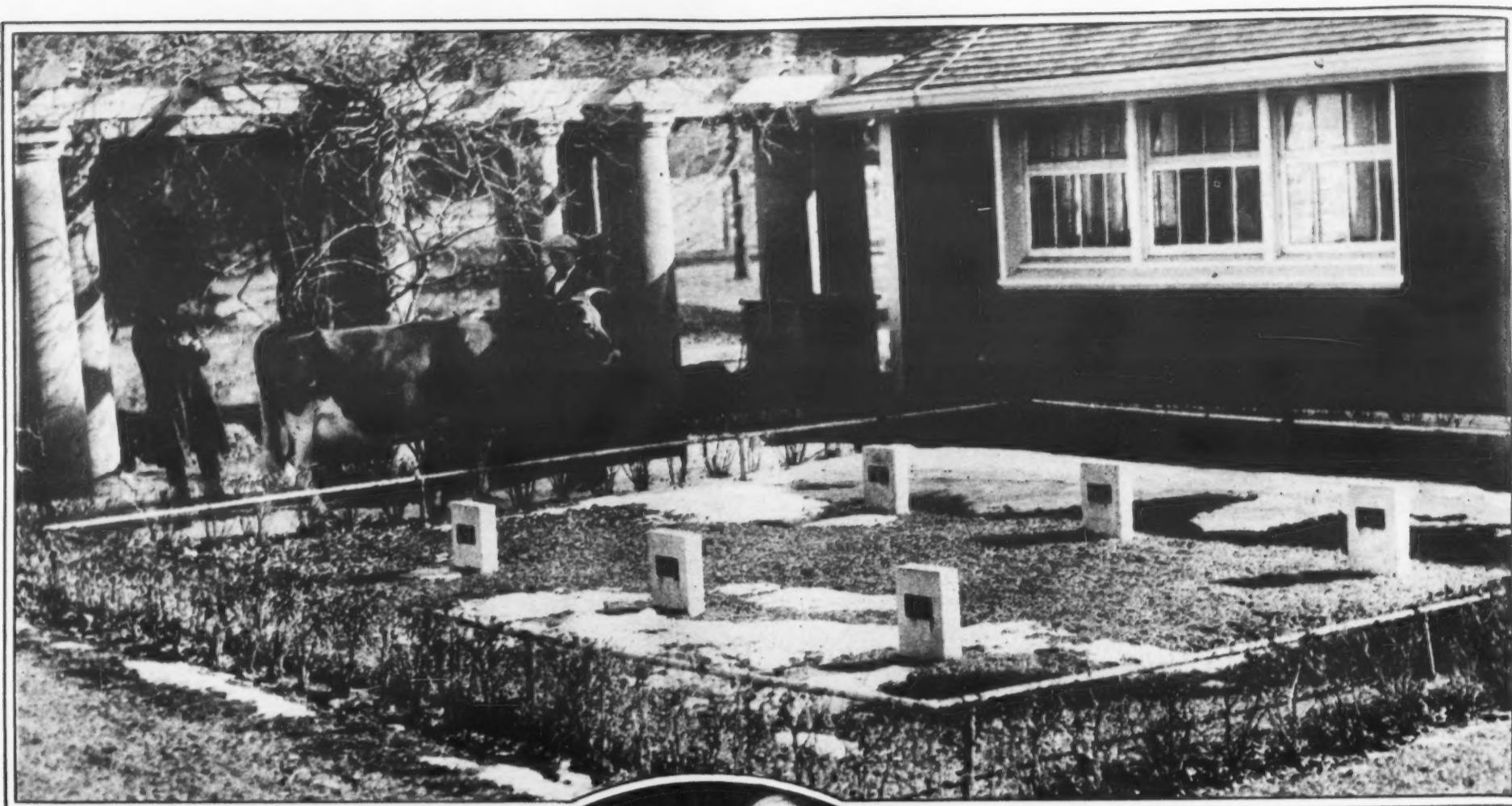


AT THE TAPE: LUNNEY OF THE LOS ANGELES A. C.
Wins the Mile Run at the Dual Track Meet Between the L. A. A. C.
and the University of California. Schwoeboda of the U. of C. Is
Second.
(Times Wide World Photos.)

MISS
SYLVIA
WALK-
ER,
President
of the
Senior
Class at
Bryn
Mawr,
Will Be
This
Year's
May
Queen.
She Is
Also,
Captain
of the
Varsity
Basket-
ball Team,
Captain
of the
Hockey
Team and
a Member
of the
Lacrosse
Team.



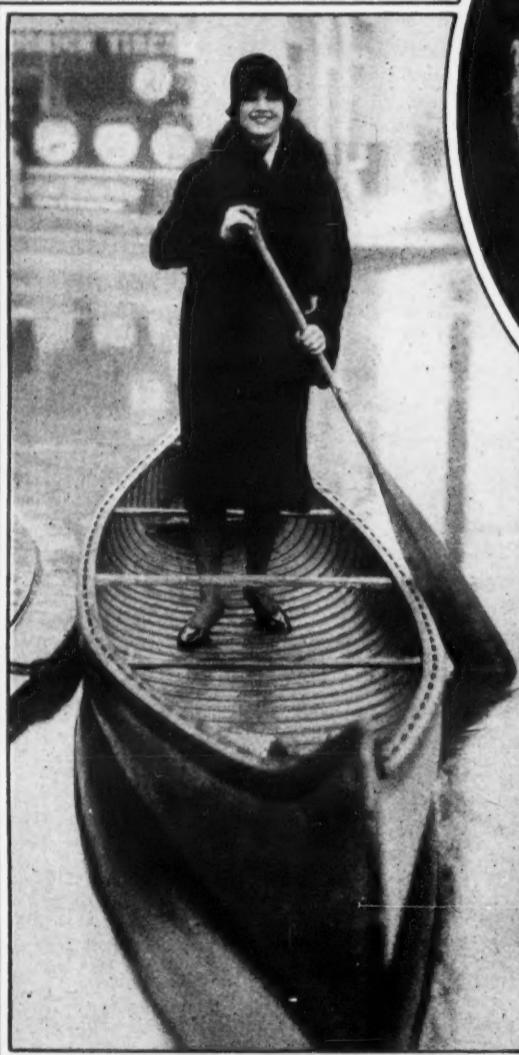
CUPID'S UNDERSTUDIES: GIRLS OF SIMMONS COLLEGE,
Boston, Practice Archery Between Study Periods. Left to Right: Elizabeth Marvell,
Florence Randall, Virginia Gilbert, Margaret Crowley and Elizabeth Dennis.
(Times Wide World Photos.)



A CEMETERY FOR PRIZE CATTLE: BLUE-BLOODED STOCK

Are Buried on This Lot on the Langwater Farm at Easton, Mass., Each Grave Having a Headstone and Bronze Tablet. Among Those That Sleep There Is the Famous Langwater Warrior, Whose Sons and Daughters Were Sold for a Total of \$300,000, Believed to Be a World's Record.

(Times Wide World Photos.)



ROWING TO THE STUDIO: MYRNA LOY, Warner Brothers' Movie Star, Refused to Be Kept Away From Work by the Recent Heavy Rains in California.

FRESH FROM THE TENTS: JOHNNY JOW AND HIS TROUPE OF MIDGETS Visit the Biltmore Theatre, New York, Where "The Barker," a Play of Circus Life, Is Holding Forth. Jow, a Carnival Owner, Is Seated in the Foreground. The Non-Midgets in the Rear Are (Left to Right) Eleanor Williams, Walter Huston and Claudette Colbert, Members of the Cast of "The Barker."

(Times Wide World Photos.)



THE DEAN OF AMERICAN ACTORS:
JOHN DREW,
73 Years Old, With His Favorite Wolfhound, Borzoi. Mr. Drew Has Been Appearing in the All-Star Revival of "Trelawny of the Wells."

(Times Wide World Photos.)



FIRST AID TO THE INTOXICATED: HOW OXYGEN IS APPLIED

in Pittsburgh to Revive Persons Who Have Enjoyed Themselves Not Wisely but Too Well.

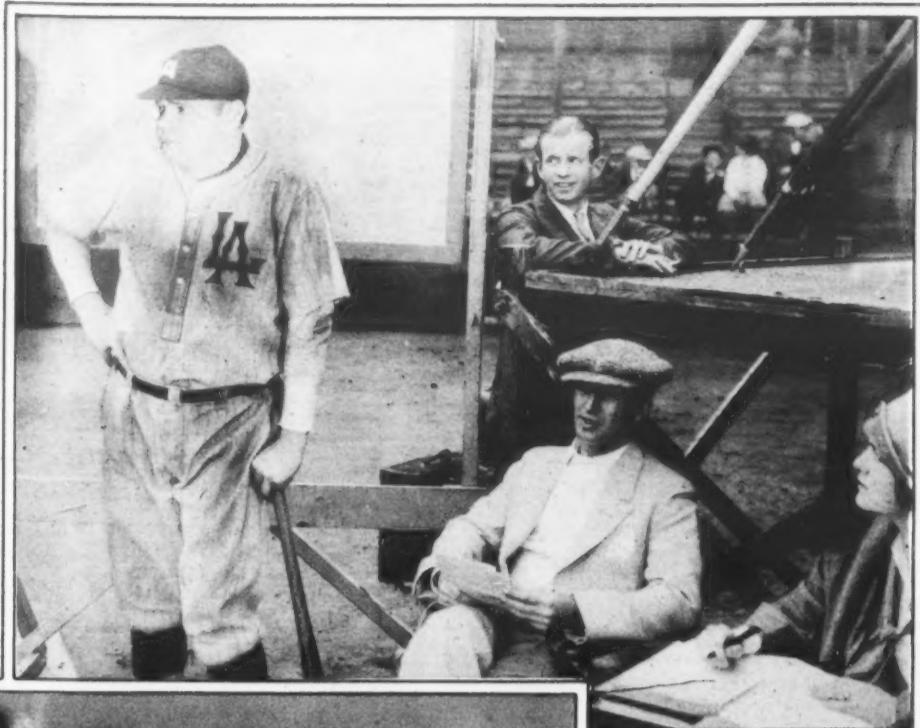
A NOVEL method for reviving persons suffering from the effects of over-indulgence in alcoholic drinks has been devised by Pittsburgh Health Department experts. Considering that it was really dangerous to leave an unconscious drunken person unattended in a prison cell, the department instituted an investigation to determine the best measures to be employed in restoring the victim to consciousness and soberness. After trying various schemes, great success was attained by the use of an instrument known as the oxygen inhalator, by means of which a mixture of 95 per cent. oxygen and 5 per cent. carbon dioxide is administered to the unconscious man. By the use of the inhalator, a drunken person may be revived and sobered within a half to three-quarters of an hour. The instruments have been ordered placed in all police stations in the City of Pittsburgh.

The inhalator has been used with success in the treatment of persons overcome by gas, smoke, fumes and respiratory failure, and has been used extensively in connection with mine-rescue operations. The instrument includes a tank of compressed oxygen, which may be released at will; a breathing bag of about 610 cubic inches capacity and a face mask with an inhalation valve connected to the breathing bag and an exhalation valve opening to the outside air. The small percentage of carbon dioxide stimulates the heart action and respiration, while the oxygen furnishes the necessary pure air.

HOW BABE RUTH BECAME A GLITTERING STAR OF MOVIEDOM



OH, TO BE A
MOVIE STAR!
EVEN THOUGH
ANNA Q. NILSSON
LOOKS SEVERE
We Have Babe
Ruth's Word for It
That "It's Great
Sport to Make Love
for Fun and Get
Paid for It to Boot!"



PAY DAY: THE BABE GETS HIS FIRST CHECK
as a Movie Actor. Left to Right: M. C. Levee, Studio Executive; Richard A. Rowland, General and Production Manager; Babe Ruth Himself; John McCormick, General Studio Production Manager, and Wid Gunning, Producer of "Babe Comes Home."

OUT on the First National movie lots at Burbank, Cal., a young man named George Herman Ruth has been demonstrating this past Winter that a star baseball player can also become a star movie actor. Now that Spring has come, with the singing of birds and the smacking of bats, the same young man is about to prove that just because a guy has posed before the movie camera it doesn't follow that he isn't just as mighty a "King of Swat" as he ever was.

"The Bambino can act, and don't forget it!"

Such is the verdict of those who watched him in his "emoting" at Burbank, and when the picture, entitled "Babe Comes Home," is released to cinema theatres all over the country the public will be able to echo that verdict, if it sees fit, as no doubt it will.

Wid Gunning, producer of "Babe Comes Home," is enthusiastic over the showing that George Herman is made as a Thespian. "Of course," says Gunning, "he's

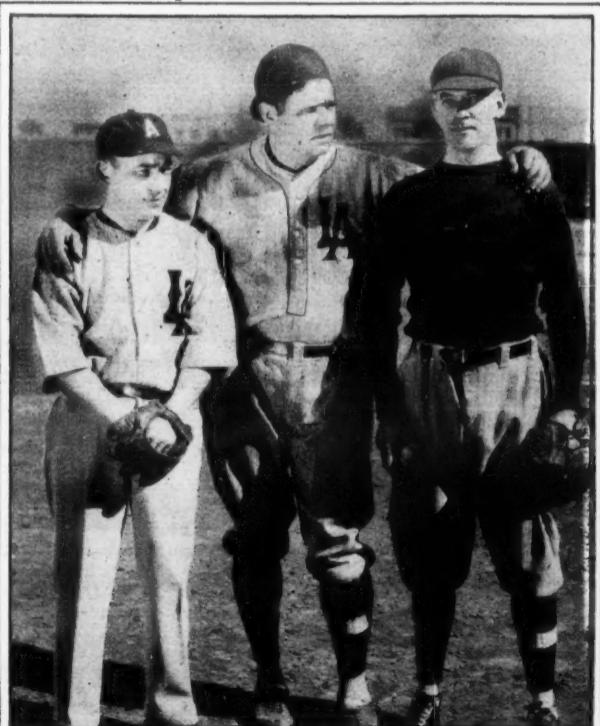
not a Barrymore, but he is an actor by nature on the ball field and on the vaudeville stage and in front of the cameras."

This was no more than Mr. Gunning, it seems, had suspected all along. The Bambino was not hired to be the central figure in "Babe Comes Home" just because he was the Bambino, the mightiest hitter of all time, the pride and glory of his team, his league and his country. Not a bit of it. The story of the picture had been written before George Herman had been thought of as its hero. For the first time in film history a celebrity from the sporting world was cast for a part simply because of his fitness for it. "Ordinarily," says Gunning, "the celebrity is signed for the sake of his fame and a story is built around him so that he will have little acting to do. 'Babe Comes Home' reverses this process. Ruth had to act, and our belief in him was more than justified. The story was built up from Gerald Beaumont's magazine yarn, 'Said With Soap,' to be a big special, and another actor, well known and capable, was first considered for the rôle. He was an excellent actor, but not satisfying as a baseball star type. Then we thought of Ruth and signed him for the part."

And thus it happened that the darling of the fans went to the Golden West and found himself a part of that wonderful movie life which fascinates and stimulates the myth-making faculty of all the world. He learned very soon that in spite of parties and all sorts of merry-making movie people have to work, and work hard. Every morning he rose, ate a hearty breakfast, then rushed off to the studios, where Maybelle D'Nerels supervised his making up for the camera. The Babe, they say, didn't take to this make-up business with much enthusiasm, but it had to be done, and Miss D'Nerels was a severe though sympathetic monitor. Following this preliminary ordeal of primping came a full day's registering of love, hate, aspiration and triumph, broken only by the noon recess, in which George Herman practiced gymnastics faithfully with his trainer, Artie McGovern, and others. Often the histrionics lasted far into the night.

Of course there are compensations. The hero of "Babe Comes Home" played opposite the heroine, and the latter was none other than Anna Q. Nilsson. The Bambino admits that he got the biggest kick of his movie

ABOUT TO GO TO
BAT: THE PEER-
LESS BAMBINO
Found Himself Doing
Things for the Movie
Camera Which He
Has Been Doing Reg-
ularly Every Summer
for Many Seasons.



KEEPING IN TRIM: BABE RUTH BETWEEN SCENES
in California With His Trainer, Artie McGovern (Left), and His Manager, Christy Walsh.



THE BABE AND HIS PRECEPTRESS:
MAYBELLE D'NERELS
Supervised the New Star's Make-Up Every Day, and
in the Photograph He Seems to Have Overcome His
Reluctance to Undergo That Ordeal.





TINY
FLOWER
PATTERN
in Red and
Black on
White
Georgette,
Featured by
Irfe.



A MODERN
INTERPRE-
TATION OF
THE FRUIT
DESIGN
in Graduated
Effect in
Deep Corn-
flower Blue
and White
Crêpe de
Chine. En-
semble From
Champ-
communal.
(Photos
Bonney, From
Times Wide
World.)



TWO TONES OF
POLKA DOT
Are United in This
Lucile Creation of a
Brown and White
Frock Bordered in
Black and White.



New
Prints
Reflect
the
Gayety
of
Spring
in
Paris

Selected
by M.
Thérèse
Bonney,
Paris
Fashion
Editor



"CANADA,"
Smart Groult Creation
Featuring Strange Indian
Design in Black and
White, Finished in Pot-
tery Crêpe de Chine.



HARLEQUIN
PRINT DIS-
TINCTIVE OF
NEW SEASON,
in Which Chantal
Uses French Blue
and White Crêpe
de Chine With
Popular Border
Effect.



SALT AND PEPPER PRINT
Adapted to Crêpe Marocain and Strik-
ingly Combined With Black and White
Crêpe Romain. Model From Louise-
boulanger.

16 Rue de la Paix, Paris, March 18, 1927.

THE prints of 1927 have a distinctive character of their own. Each season brings forth its own particular fabric designs which are indicative of the fashions of the moment. There are no longer any staple prints, although old motifs are repeatedly revived with a new interpretation.

The tendency this year is toward floral designs, sometimes in tiny scattered figures, as prim and modest as those in the days of our grandmothers, and at other times in strikingly large pattern, one flower alone being as wide as twelve inches in diameter. In this latter case the actual treatment is likely to be realistic, but the coloring is of an extremely modern character, reflecting all the bizarre combinations of tones which are expressive of the mode of today.

The Parisienne has always evidenced a fondness for the polka dot. The couturiers are showing some of their smart-

est models in this genre and the fabric makers have revealed an extraordinary ingenuity in varying this old theme. One of the interesting border effects features a dot in contrasting color to the rest of the polka dot print.

The medium for prints is sometimes georgette, sometimes crêpe de chine and very often mousseline de soie. In fact, some of the finest of the new patterns fall in the latter class, and exquisite evening frocks in printed chiffon have been launched by Louiseboulanger, Champcommunal and Worth.

The fruit print in striking graduated motifs in blue and white crêpe de chine is one of the favorites of the collections. Champcommunal develops it into a typical ensemble, the frock being topped by a deep cornflower blue coat in self-fabric.

The harlequin design, featured by Louiseboulanger, Chantal and Regnier, among others, is one of the gayest of the innovations.

M. T. B.



THIS SMART
SPRING COAT
Is Further
Enhanced
by an Interesting
Fur Collar
That
Ends in a Bow.
It May Be
Worn Open or
Closed.
(Fab Studios.)



AMERICAN
BRODTAIL
IN A
HARMONIZ-
ING
SHADE OF
BROWN
Trims This
Otherwise
Plain Coat of
Lightweight
Woolen
Fabric.
(Fab Studios.)



FINE TUCKINGS
ON
THE SLEEVE
and an
Interesting
Sash Bow
Give This Coat
of Kashmere
a Formal
Note.
(Fab Studios.)



Latest
Ameri-
can
Styles
In
Coats
for
the
Spring
Sea-
son



A RE-
VERSIBLE
COAT OF
BLACK AND
WHITE,

of Which the Outer Fabric Is Black
Kasha, While the Other Side Is of
Black and White Tussah Silk in a
Fancy Hem Arrangement.
(New York Times Studios.)



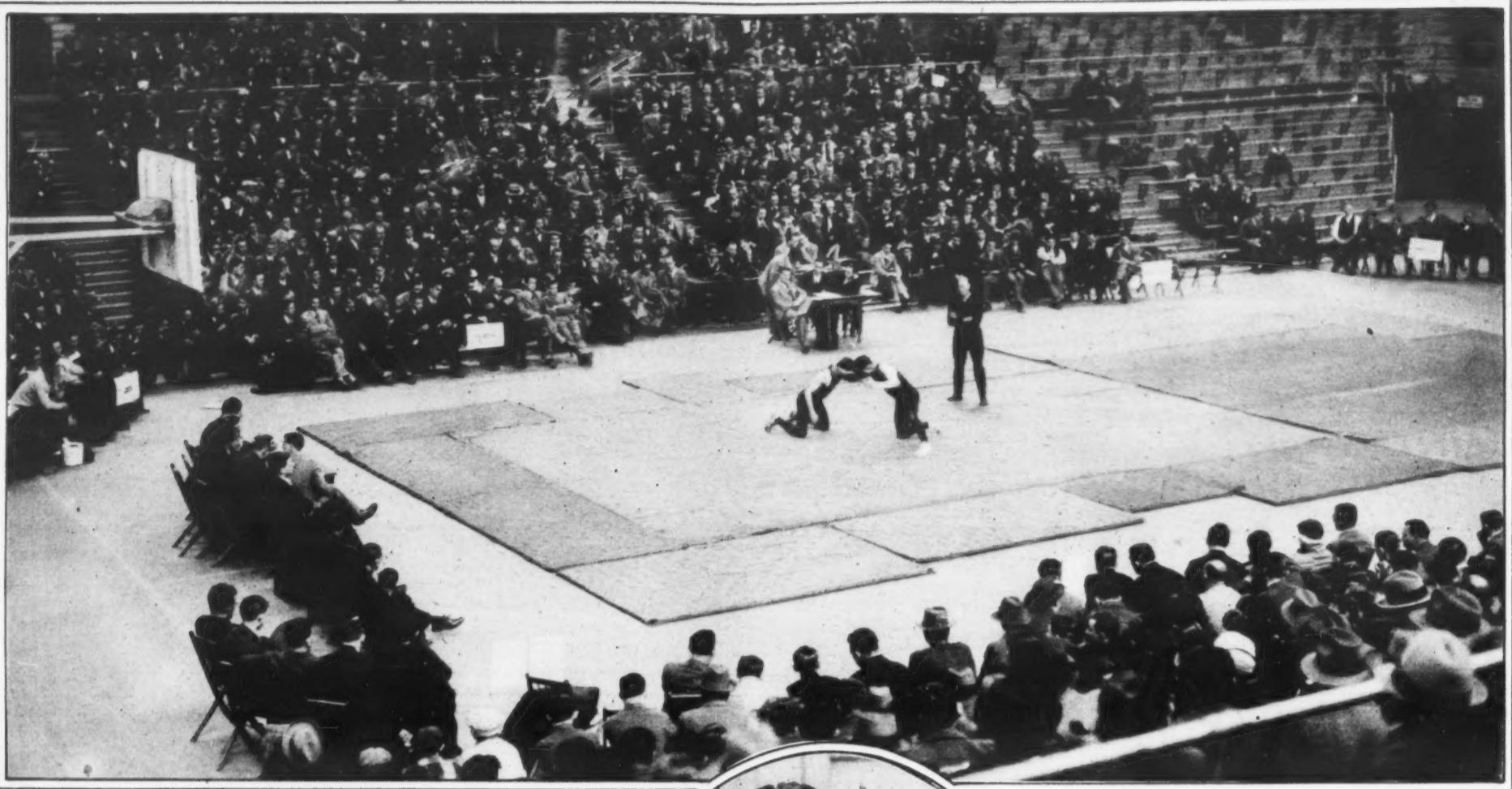
A JAUNTY LITTLE COAT OF
KASHMERE
Is Trimmed With Bands, Piping and a
Satin Ribbon Bow.
(New York Times Studios.)

AN EXTREMELY YOUTHFUL
COAT,
With Narrow Belt and Collar
Trimmed With Dyed Ermine.
(Fab Studios.)



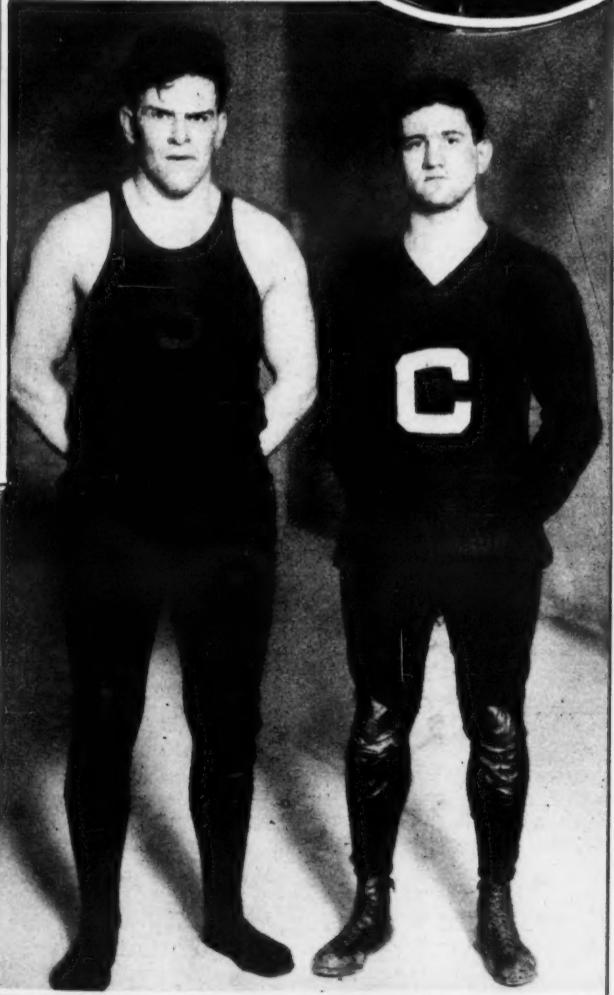
Information as to Where the Dresses, Coats and Hats Shown on This Page May Be Purchased Will, on Request, Be Furnished by the Fashion Editor,
Mid-Week Pictorial, 229 West Forty-third Street, New York.

MAT, RING AND CHESSBOARD OWN THE SWAY OF KING SPORT

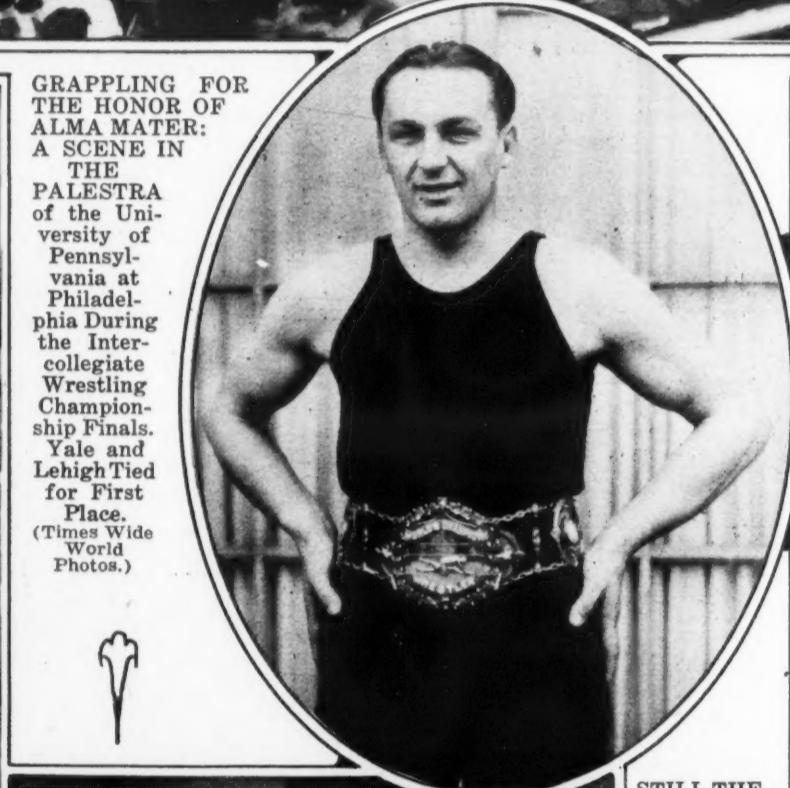


A REAL BOXING FAN: J. WILLIAM WRIGHT 2D, 10 Years Old, Weight 72 Pounds, Is One of the Boys at Montgomery School, Wynnewood, Pa., Who Are Learning Boxing as Part of the School Curriculum. (Times Wide World Photos.)

GRAPPLING FOR THE HONOR OF ALMA MATER: A SCENE IN THE PALESTRA of the University of Pennsylvania at Philadelphia During the Inter-collegiate Wrestling Championship Finals. Yale and Lehigh Tied for First Place. (Times Wide World Photos.)



NEW INTERCOLLEGiate WRESTLING CHAMPIONS: JACOB PATTERSON of Syracuse (Left), Winner in the Heavyweight Class, and Mike Sesit of Columbia, 175-Pound Victor. The Tournament Was Held at Philadelphia. (Times Wide World Photos.)



STILL THE CHAMPION: WEARING HIS \$20,000 DIAMOND-STUDDED BELT, Joe Stecher Smiles in Triumph After Winning His Wrestling Bout With Dick Davis-court at Philadelphia. Dick's Shoulders Were Pinned to the Mat After 1 Hour 33 Minutes 42 Seconds. (Times Wide World Photos.)

THE WEEK'S SPORTING CELEBRITY



JOSE R. CAPABLANCA. (Times Wide World Photos.)

THE world's champion chess player is still supreme in the most intellectual of games. Jose R. Capablanca of Havana, Cuba, has won the International Grand Masters' Chess Tourney held at the Hotel Manhattan Square, New York. His victory was made certain on March 17 when by playing a draw game with Rudolf Spielmann of Vienna his record in the tourney was brought up to eight victories and nine draws, with no defeats. The addition of the half point to his total score (12½-4½) made it impossible for any of his opponents to catch up with him in the games that remained to be played.

Thus Capablanca's laurels lie greener than ever on his brow and the first prize of \$2,000 contended for in the tournament is his. During the series he defeated at one time or another every single one of the other contestants—Alekhine, Nimzowitsch, Vidmar, Spielmann and Marshall.

Two of these contestants, Alekhine and Nimzowitsch, have been talked of lately as probable challengers of Capablanca to a match series for the championship. The result of the tourney, however, has demonstrated fully the absolute superiority of the Cuban master over all other players now on the horizon.

Capablanca is in his early thirties and in the prime of physical and mental condition. It is questionable whether his equal at chess has ever lived. Even the phenomenal Paul Morphy at his best would probably have succumbed to the Cuban's skill.

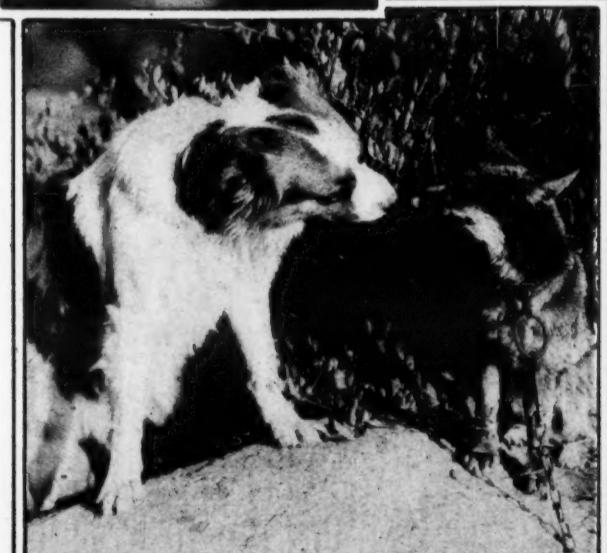


TAKES-UP
RELIEF
WORK
AGAIN:
MISS
EDNA A.
BASSETT,
Well
Known in
Los Angeles
Society,
Who Spent
Four Years
in Near
East Relief,
Has Re-
turned to
the Field
and Will Be
Stationed
in Athens.
(Times Wide
World
Photos.)

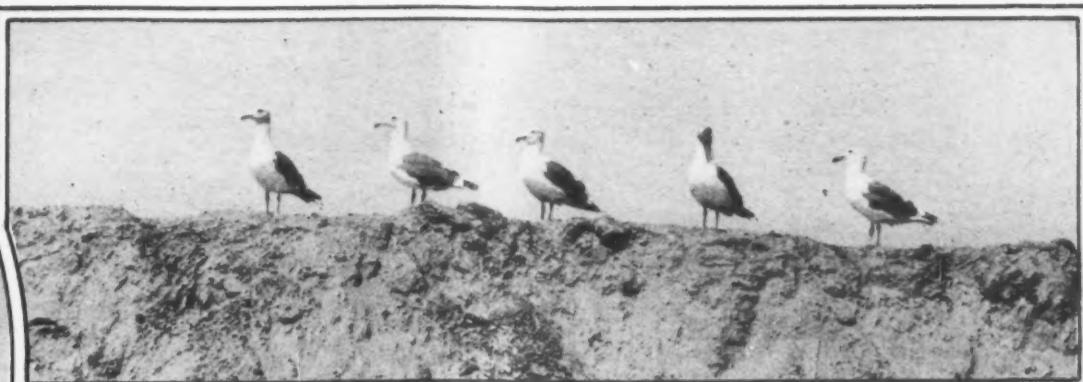


"LET 'ER
RAIN": A NEW
WATERPROOF
HAT COVER
Is Worn by
Vivienne Osborne,
Playing in the
Mystery Drama,
"Fog."
(Times Wide World
Photos.)

THE FAIREST:
MISS AVIS
NEWCOMB,
a Junior at Syra-
cuse University,
Has Been Chosen
as the Most Beau-
tiful Girl in the
Class of 1928.
(Barnard Studio.)



THE KISS OF ERSTWHILE
ENEMIES: A GRAY FOX,
Trapped by Guy O. Glazier on His
Ranch at El Cajon, Cal., Is on Ex-
cellent Terms With Tip, the Ranch
Dog.
(Times Wide World Photos.)



WATCHFUL
WAITING: A
GROUP OF
WESTERN GULLS
on the Edge of a
Bank Near San
Diego Bay, Calif-
ornia, Watching
the Sludge From a
Sanddigger Dredge
in the hope of Find-
ing an Unfortunate
Fish or Clam.
(Times Wide World
Photos.)

"A Real Treasure Chest of 'English Undefined.' We commend it unreservedly." — *Review of Reviews*

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It is invaluable to you in business because it gives you vital facts and develops a more unerring, forceful vocabulary. It is needed in your home because it develops—in children and parents alike—the habits of accuracy of speech and of association of words and facts, habits essential to a successful career.

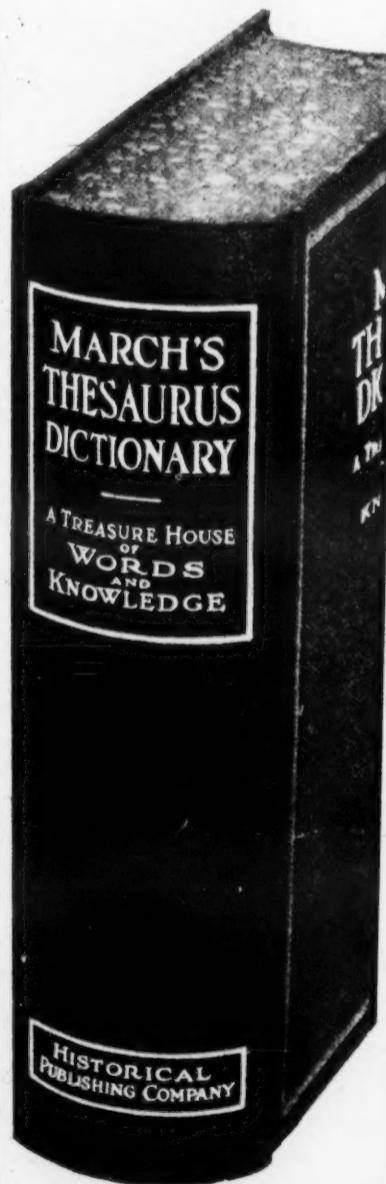
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WINTER.



Amateur photographers everywhere are invited to send their latest and best photographs (not negatives) to the Mid-Week Pictorial, which will award a first prize of ten dollars (\$10) in cash for the photograph adjudged the best each week, five dollars (\$5) for the second best and three dollars (\$3) for each additional photograph published.



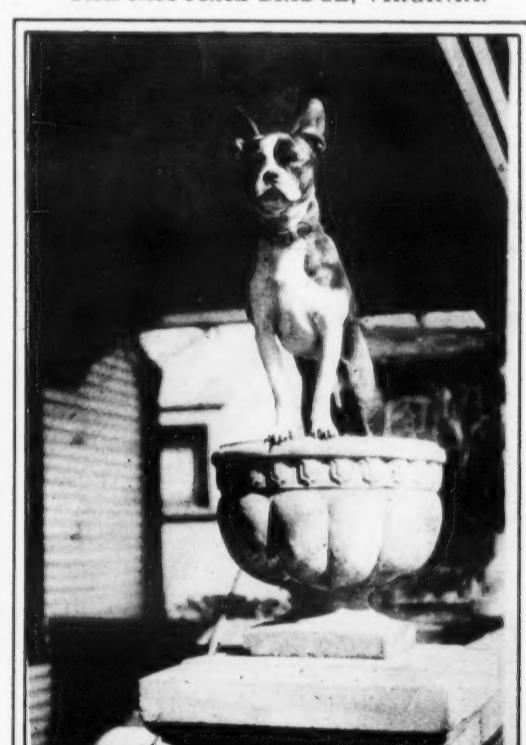
THE NATURAL BRIDGE, VIRGINIA.



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Pa.



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to Newton
H. Hill,
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Ohio.



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Three Dollars Awarded to Charles Ohm, 8,509 South Broad-
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S. C.

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In the Weekly Photographic Competition



"INDIAN JOE."
Three Dollars Awarded to Mrs. E. B. Versfelt, 330 Maolis Avenue, Glen Ridge, N. J.



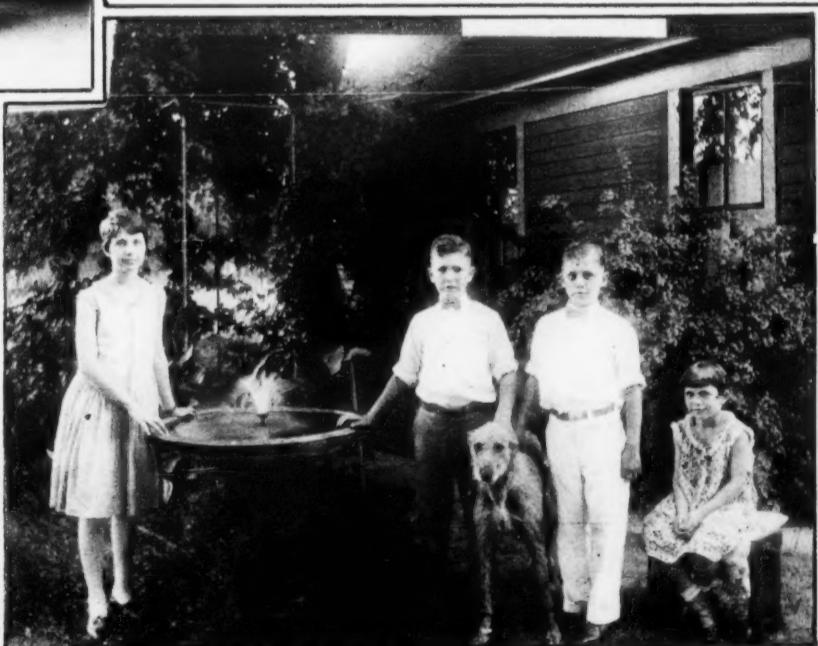
COMRADES.
Three Dollars Awarded to Doris E. Wright, 9½ Pearl Street, Middleboro, Mass.



COON HUNTERS.
Three Dollars Awarded to I. E. Brackett, Newport, Me.



"SO DOES YOUR OLD MAN!"
Three Dollars Awarded to Mrs. J. M. Donahoe, 1,512 Hammond Avenue, Superior, Wis.



THE BUNCH.
Three Dollars Awarded to Laurence N. Merwin, Beaver City, Neb.



THE MORNING MEAL.
Three Dollars Awarded to John Frei, 4,520 North Keating Avenue, Chicago, Ill.



Amateur Photographers Are Invited to Ask Questions About Their Work, and These Will Be Answered Either in This Department or Through the Mails by the Director of The New York Times Studios.



"FOG."
Robert Keith, Vivienne Osborne and Edward Colebrook in a Tense Scene From the Play at the National Theatre.
(White Studio.)



EVE CASANOVA AND JACK ROSELEIGH,
in a Scene From "Menace,"
at the Forty-ninth Street
Theatre.
(New York Times Studios.)



SHERLING OLIVER,
in "The Mystery Ship,"
at the Garrick Theatre.
(Mishkin Studio.)

*Twinkling Lights
of the
New York Stage*



DOROTHY WEGMAN,
in "Rio Rita," at the Ziegfeld Theatre.
(Alfred Cheney Johnston.)



HELEN FORD,
in "Peggy-Ann," at the Vanderbilt Theatre.
(De Barron.)

BEHIND THE FOOT-LIGHTS



LINA BASQUETTE.

ONE of the featured members of the cast of "Rufus Le Maire's Affairs," at the Majestic Theatre, New York, is Lina Basquette, who within the past few seasons has become one of the big town's favorite terpsichoriennes.

Lina is a native of San Mateo, Cal., but, as her name implies, is of French descent. While still a child she entered motion pictures, but when she reached her 'teens she began a course of instruction in ballet-dancing under her stepfather, Ernest Belcher, which lasted for five years. At the end of that time she came East and was engaged by Charles Dillingham to appear in the Fred Stone show, "Jack and Jill."

New York, when all is said and done, is a wise old town. Its theatregoers quickly recognized that a new dancer of exceptional talent and charm had come to the metropolitan stage. Among others whose eyes were opened to this fact was Florenz Ziegfeld, and presently Miss Basquette made her appearance in the cast of "Louie the Fourteenth," the great musical comedy success which ran for nearly a year at the Cosmopolitan Theatre. Then came the "Follies."

It was while Lina was with the last-named attraction that she was quietly married to Samuel L. Warner, one of the Warner Brothers of movie renown. Having become Mrs. Warner, Lina retired from the stage, with every intention of becoming a confirmed home-body. She was unwisely kind enough, however, to take part in a number of private entertainments and charity benefits and the old lure of the footlights reasserted itself. So it happens that, with her husband's consent, she is now taking bows again in the "Affairs," and Gotham is congratulating itself upon the return of a very welcome wanderer.

Questions of General Interest Regarding Plays and Players, Past and Present, Will Be Gladly Answered, Either in These Pages or by Mail, if Addressed to the Dramatic Editor, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

SPANISH-AMERICAN BEAUTY BLOOMS AT ST. AUGUSTINE



AT OLD FORT MARION: THE MISSES MELLINA POLI AND FAUSTINA ROGERO Rehearse for the Annual Ponce de Leon Fiesta on Top of the Oldest Fort in America.



MISS CATHERINE CANOVA, a Perfect Type of Castilian Beauty, and a Former Queen of the Ponce de Leon Celebration in St. Augustine.

In spite of the much-talked-about "melting pot" and its functions, racial types do not change in America as rapidly as might be expected. This is being proved anew in the lovely old city of St. Augustine, Fla., where the annual Ponce de Leon celebration will be held on April 6, 7 and 8, and where a number of American girls, assuming the picturesque dress of old Castilian days, will blossom forth as Spanish beauties of the most authentic type.

Even though the families of these girls have lived in the United States for generations the racial characteristics persist. Ordinarily the girls are just like other American girls in dress, tastes and behavior. But the Ponce de Leon celebration is providing the proper setting for the display of the same charms which sent the beauty of Spanish women abroad upon all the tongues of fame.

In the celebration they will wear silks and satins and mantillas of hand-made lace and will carry fans which have been heirlooms for hundreds of years.

During the celebration the early history of St. Augustine will be re-enacted.



LIKE A BEAUTY OF OLD MADRID: MISS WILMA ROGERO, a Member of One of St. Augustine's Oldest Spanish Families, Who Will Greet Ponce de Leon, Seeker of the Fountain of Youth, in the Annual Celebration. (Photos Hamilton M. Wright.)



MISS RUTH VAN SANT, Who Will Take a Prominent Part in the Ponce de Leon Celebration.

METROPOLITAN AMUSEMENT GUIDE

GEORGE WHITE'S APOLLO THEATRE West 42 St. Eves. 8:20 SHARP. POP. MAT. WEDNESDAY & SATURDAY, 2:20.

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ZIEGFELD THEATRE 54th St. & 6th Av. Mats. Thurs. & Sat.

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"FOG" JOHN WILLARD'S MYSTERY THRILLER By the author of "The Cat and Canary."

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SHUBERT THEATRE, W. 44th St. Eves. 8:30. Matinees Thursday and Saturday.

GENE BUCK presents **LEON ERROL** in "YOURS TRULY"

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THEATRE GUILD ACTING COMPANY IN WEEK OF MARCH 28 **THE SILVER CORD**

WEEK OF APRIL 4TH **NED McCOBB'S DAUGHTER**

JOHN GOLDEN Thea., 58th St., East of B'way. Eves. 8:30. Matinees THURS. and SAT.

WEEK OF MARCH 28 **The Brothers Karamazov** LAST WEEK

WEEK OF APRIL 4TH **THE ROCHESTER AMERICAN OPERA COMPANY**

GUILD THEATRE 52nd St., W. of B'way. Eves. 8:30. Matinees THURS. and SAT., 2:30. Special Mats. Tues., Wed. & Fri.—"RIGHT YOU ARE."

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Helen Ford In a Dream "PEGGY-ANN"

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VANDERBILT Theatre, West 48th Street. Eves. 8:30. MATS. WEDNESDAY & SATURDAY, 2:30.

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By Kenyon Nicholson

WALTER HUSTON CHANIN'S BILTMORE West 47 St. Eves. 8:30. Mats. Wed. & Sat., 2:30. Tel. CHICK. 5161.

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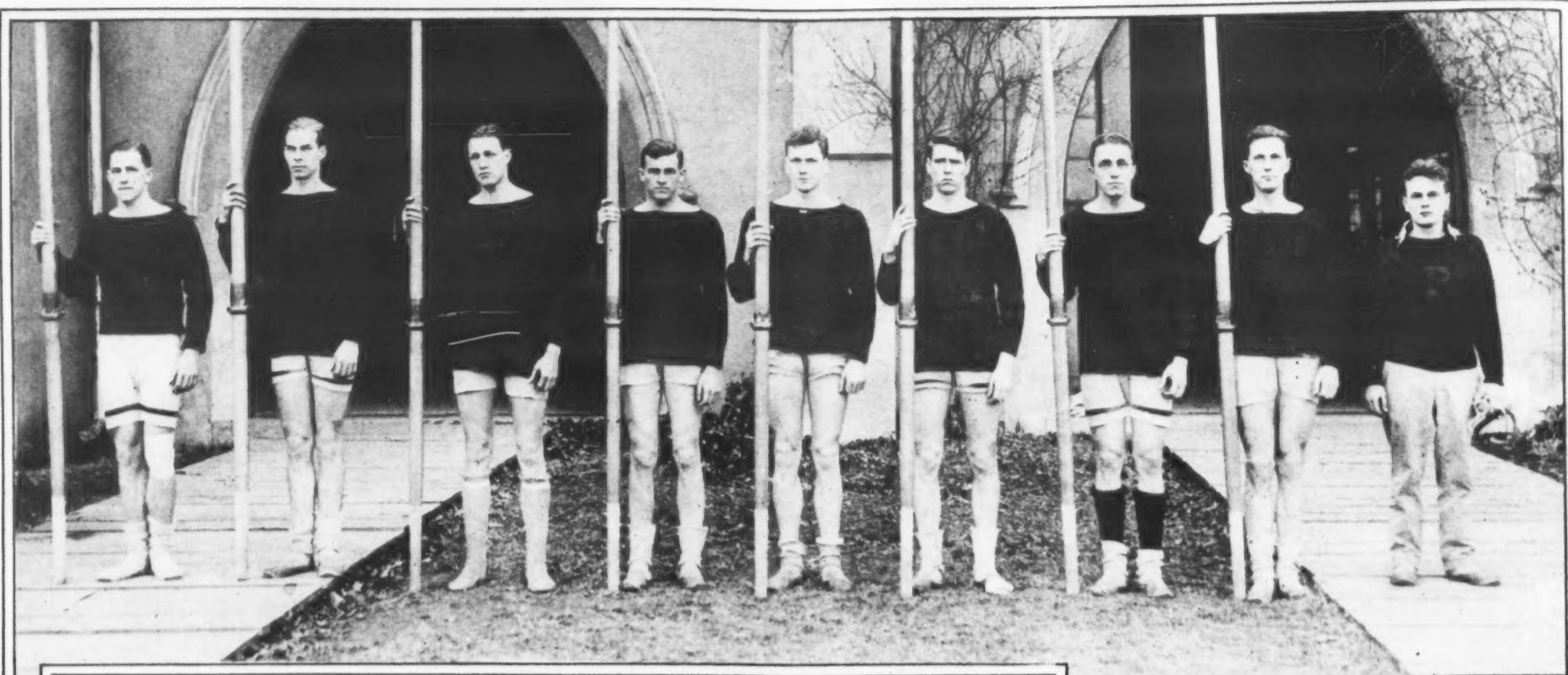
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"WE SAIL THE OCEAN BLUE": WELLESLEY COLLEGE GIRLS

Present the Immortal "Pinafore" of Gilbert and Sullivan. Left to Right: Margaret Vanderzee as Captain Corcoran; Catherine Sater, Norma Holzman, Elizabeth McCullough, Barbara Pike, Anna-belle Wickham and Elizabeth Woltmann.
(Times Wide World Photos.)



A WARNING TO HAWKS: ONE OF THE SPECIES, Having Been Shot, Is Nailed to a Tree Near Durango, Col.
(Times Wide World Photos.)

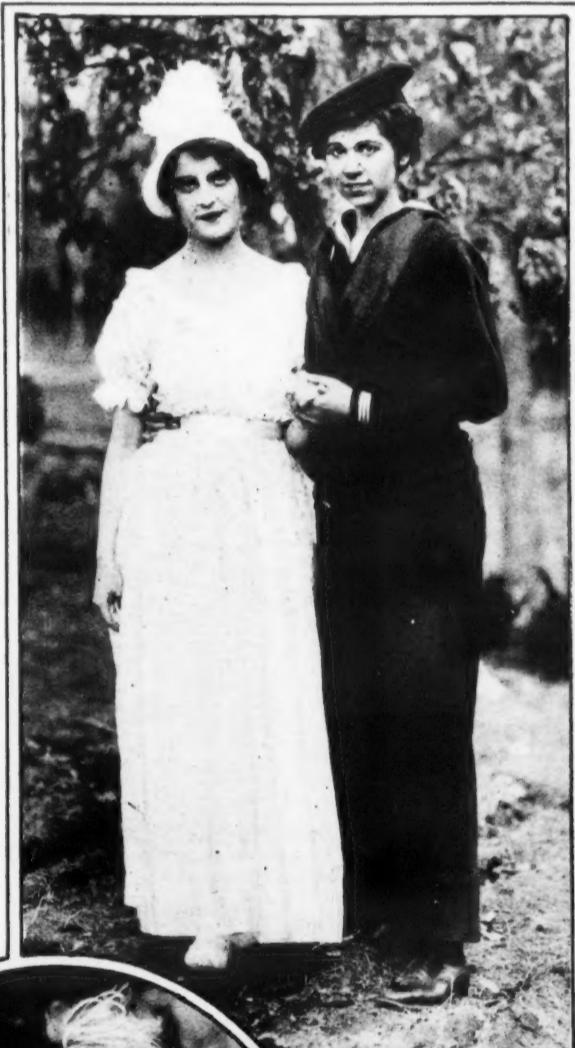


"THE MAN BEHIND THE PLAY": GUTHRIE McCLINTIC, Director of the Actors' Theatre, Inc., of New York and Producer of "Saturday's Children," Now Playing at the Booth Theatre.
(White Studio.)

MISS MARY BRYANT of Glen Ridge, N. J., One of the Cast of the Wellesley College Dramatic Club's Production of "Pinafore." →
(Times Wide World Photos.)

OLD NASSAU'S HOPE: THE PRINCETON VARSITY CREW

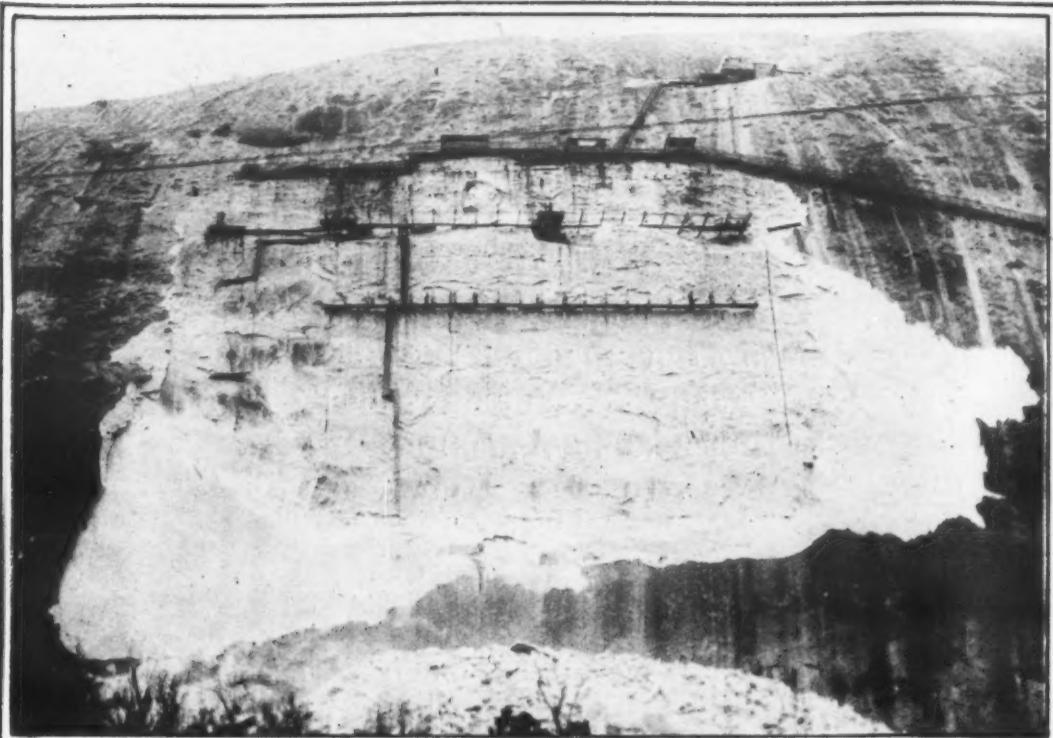
Ready for Its Watery Battles of 1927. Left to Right: Beardsley, Strafford, Rutherford, Magee, Ballard, Helmuth, Clark, Allison and Pirie, Coxswain.
(Times Wide World Photos.)



"THE MERRY, MERRY MAIDEN AND THE TAR":

JOSEPHINE AND RALPH RACKSTRAW in the Light Opera, "Pinafore," as Played by Virginia Edwards and Norma Holzman of the Wellesley College Dramatic Club.
(Times Wide World Photos.)





READY TO CHISEL THE FACE OF STONE MOUNTAIN: A STEEL PLATFORM IS BEING BUILT on Which the Sculptor Will Stand to Carve the Confederate Memorial Which Will Stretch Across the Side of the Mountain. Models of the Heads of Lee, Jackson and Other Southern Leaders Will Be Raised Upon the Platform. Then Outlines of the Heads Will Be Painted Upon the Granite of the Mountain, After Which the Heads Will Be Roughed out and Finally Completed by the Sculptor in Charge of the Work, Augustus Lukeman.



AT LAST IT HAS COME! THE NEW PANTS-DRESS FOR WOMEN

Is Demonstrated by Miss Zita James at the Spring Fashion Show Held by the Fashion Art League of Chicago. (Times Wide World Photos.)



INTERCOLLEGIATE WRESTLING CHAMPIONS: CROWNS OF SUPREMACY in the Manly Art of Grappling and Throwing Were Won by These Sturdy Gentlemen at Philadelphia. Left to Right, Front Row: Charles Okun (Syracuse), 115-Pound Class; James Reed (Lehigh), 125 Pounds; George McDonald (U. of Pa.), 135 Pounds. Back Row: John Geier (Cornell), 145 Pounds; Burr Miller (Yale), 158 Pounds; Myron Sesit (Columbia), 175 Pounds; Jacob Patterson (Syracuse), Heavyweight Champion. (Times Wide World Photos.)



ROTOGRAVURE LEADERSHIP

IN 1914 The New York Times, newspaper pioneer in rotogravure in America, began the first rotogravure picture section distributed to a large newspaper circulation. The beautiful process, which heretofore had had only a limited use and small production, now gave enjoyment to hundreds of thousands of readers.

The New York Times plant is the largest newspaper rotogravure plant in the world; its weekly output is some 4,000,000 sections. Readers of The Times have placed before them the pictorial news of the world and illustrated advertisements reproduced with fidelity to detail and tone. Rotogravure is the mass production of beauty.

The first Rotogravure Picture Section printed by The New York Times carried no advertisements. The impression its possibilities made on advertisers, however, was immediate. The New York Times leads all the publications of the world in volume of rotogravure advertising.

The following sections and subsidiary publications of The New York Times Company are now printed by the rotogravure process:

*ROTOGRAVURE PICTURE SECTIONS

(In two or three parts)

*MAGAZINE

*BOOK REVIEW

*FOUR SUBURBAN PICTURE SECTIONS

MID-WEEK PICTORIAL

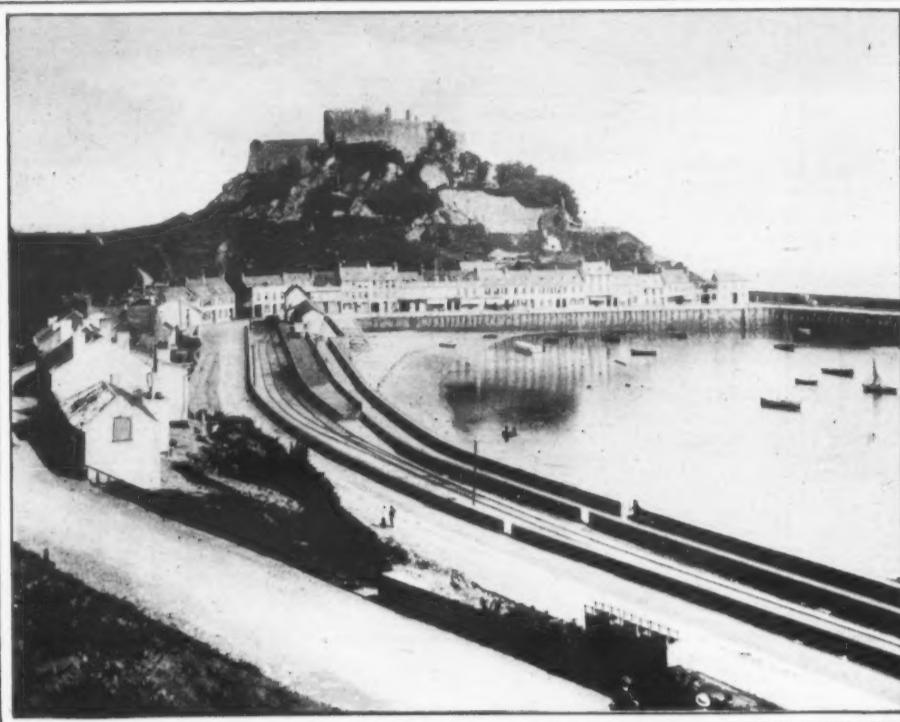
THE ANNALIST

(*All issued with the Sunday edition of The New York Times.)

The New York Times has now on view a rotogravure exhibit which gives the history of rotogravure and shows the process from the cutting of the trees to manufacture the paper to the printed page. The exhibit is open to the public, daily except Sundays, from 10 A. M. to 6 P. M., in the Times Annex. A copy of a 32-page booklet containing a great deal of helpful, interesting information is presented to visitors or will be sent by mail to those interested upon application to The Times advertising department.

The New York Times

The Quaint Charm of the Channel Islands



MOUNT ORGUEIL CASTLE, JERSEY,
on the Site of a Former Roman Stronghold.
(Photos Courtesy Great Western Railway of England.)



ST. PETER'S PORT, GUERNSEY.

In visiting England, the Channel Islands should not be forgotten by the tourist in search of really interesting places.

Never have these islands been so popular with English people as they are today. As a famous advertisement tersely puts it, "there's a reason." You see, these islands are part of England and yet not a part. That is to say, they are under the British Crown but not under the British Parliament. Therefore the British income tax is of no effect there; and this exhilarating fact has caused a considerable exodus in recent years from the tight little isle to the still smaller isles which lie to the south. Residing there, one is under no compulsion to pay ten shillings in the pound to the never-satisfied treasury. In addition, one is surrounded by natural beauty; one is lulled by the unceasing music of the sea, and there, if anywhere, it is possible to forget one's troubles.

The islands—Jersey, Guernsey, Alderney, Sark and a sprinkling of tiny ones—are feudal possessions of the King of England. This relation has continued since the reign of King John. The language of the islands is a patois which is essentially the same as the old Norman French spoken by William the Conqueror and his

knights. Each island, however, has its distinctive dialect. One of the principal Norman poets, Wace, arose in Jersey in the twelfth century.

Of course, English is also taught in the schools, and there is a gradual decrease in the use of the patois; but the typical names of the inhabitants of the islands are French, and they have maintained to this day their own viewpoint and traditions.

The Channel Islands are easily reached by steamer from Weymouth and Southampton, and the wandering American, who sometimes finds London and Paris altogether too modern and too much like home, will realize on setting foot in Guernsey that he is in the Old World at last. Guernsey is nine miles long and about five miles wide. There is excellent fishing and, of course, sea bathing, and the climate is mild and salubrious. This is true of the islands in general. Snow and frost are very rare. Of course, there are frequent fogs from the sea, but it is possible to acquire quickly a great liking for them. They add a positive beauty to the panorama of the islands—a mysterious beauty which seems to cast a spell upon the scene, so that one almost expects, when the mist lifts, that Time will have rolled back and that one may see the ships of the Armada coming

up the Channel and Drake's sea dogs issuing forth to meet them.

The land is owned mostly by small farmers, who live on holdings of from five to twenty-five acres, as their fathers have done in some cases since the days of the Conquest. Fishing plays an important part in the life of these quaint communities.

And, of course, there are the cattle of the Channel Islands, which have won fame all over the world.

A very simple life is lived on the islands. Until the recent influx began it was possible to reside there very cheaply. Quietude and peace have their home there. Of course, the coming of the tax-fleeing immigrants is bound to change this to a certain extent, but spots such as these lovely islands have a way of bewitching newcomers and maintaining their essential spirit. It is very much to be hoped that the Channel Isles will be able to do this, for they are an oasis in the modern desert of the commonplace, and such oases are rare and steadily growing rarer.

But it is true of all Europe that if the sentimental American is to see it as he has dreamed of seeing it—with its romance and poetry and its old customs—he must hurry. Time is making many changes, and very swiftly.

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A WEDDING OF THE NINETIES: THE NATIONAL ARTS CLUB

Presents a Pageant of Gramercy Park, New York, of Which One of the Scenes Is Shown Above. Left to Right: Mrs. G. Elliot, Miss Sylvana Warren, Mrs. F. E. M. Whiting, Henry Hall, Dick Allen and Nelson Dearmont.

(Times Wide World Photos.)



THE BOY WHO NEVER GREW UP:
PETER PAN,

Portrayed by Mrs. Allene Wilkes, in the National Arts Club's Pageant of Gramercy Park.

(Times Wide World Photos.)



"A PROM-
NADE
IN 1880."

Enacted by
Miss Blanche
Decker,
in One of the
Scenes of the
Pageant of
Gramercy Park,
New York,
Given by the
National Arts
Club.

(Times Wide
World Photos.)



SCIENCE
COMES TO
BRUIN'S AID:

A PAIR OF GLASSES

Are Fitted to the Dimmed Eyes of One of the Oldest Bears at Grant Park Zoo, Atlanta. Keeper Matt Leonard Fastens Them On, and Miss Merle Perkins Conducts a Test of Vision.

(Times Wide World Photos.)

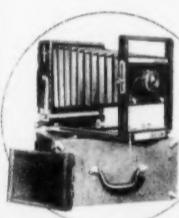


A LITTLE GODDESS OF THE CHASE: MISS LOUISE STANLEY of Atlanta, Ga., and Two Fine Foxhounds That Are Her Very Special Friends.

(Times Wide World Photos.)



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Eight New Ideas for Luncheon

SELECTED FROM
Ida Bailey Allen's New Book
"THE MODERN METHOD OF PREPARING DELIGHTFUL FOODS"

NOTE: To give every woman an idea of the unusual features in Mrs. Allen's New Book of 112 pages, containing over 275 recipes, eight luncheon suggestions are published on this page. It is the desire of the makers of Mazola that every woman have a copy of this book—therefore, it is offered, post paid, for 10 cents—a price which does not cover the cost of production even in large quantity lots. Please see coupon below.

NEW ideas for a change in the daily luncheon are welcomed by all housewives. Realizing this, the makers of Mazola requested Ida Bailey Allen to include over 65 luncheon recipes in her new book, "THE MODERN METHOD OF PREPARING DELIGHTFUL FOODS"—eight of which are given on this page.

Mrs. Allen, who has made cooking her life work, has left nothing undone to make these recipes perfect—and easy to follow. But to get desired results, the ingredients mentioned, particularly MAZOLA, must be accurately used.

In the panel on this page are a few brief remarks regarding Mazola which explain the desirability of using Mazola in these recipes.

SPAGHETTI

1 pound spaghetti 2 tablespoons Karo, Red Label
1 can tomatoes 1 tablespoon Argo or Kingsford's Cornstarch
2 cloves garlic Salt and pepper to taste
½ cup Mazola

PUT the spaghetti on to cook in plenty of boiling salted water. Allow thirty minutes. In the meantime, cut the garlic in bits, fry till yellowed in the Mazola, add the tomato and Karo and cook until the spaghetti is done; then rub the sauce through a sieve, thicken with the cornstarch blended with one tablespoon cold water and season to taste with salt and pepper. Put the spaghetti in a flat bowl or on a deep platter, pour the sauce over, and serve with grated Parmesan or American cheese.

VEGETABLE HASH

1 pint chopped cooked potato ¾ cup white sauce
1 pint mixed cooked vegetables ¼ cup Mazola
Tomato or chopped egg sauce

THE mixed vegetables may be any kind, as cooked carrots, turnips, cabbage, beets, peas, chopped string beans, lima beans, stewed corn, onions, etc. If cooked onion is not among the vegetables, a little raw, minced onion should be added. Combine the ingredients. Heat the Mazola in a medium-sized frying pan, pack in the hash an inch deep and fry until browned.

SALMON BISQUE

1½ cups, flaked, fresh, cooked or canned salmon	1 cup canned tomato, sifted
½ small green pepper, ground	½ tablespoon Karo
1 tablespoon onion, ground	1 teaspoon salt
1 teaspoon parsley, minced	½ teaspoon pepper
1 pint water	2 tablespoons Mazola
1½ pints milk	2 tablespoons Argo or Kingsford's Corn Starch

COMBINE the salmon, ground pepper, onion, water and parsley and simmer fifteen minutes. Add one-eighth teaspoon baking soda. Thicken with the cornstarch and Mazola blended. Add the Karo and seasonings and thin with milk.

CHINESE ONION OMELET

3 cups chopped, raw onion	3 tablespoons Argo or Kingsford's Cornstarch
½ tablespoon Karo, Blue Label	½ teaspoon salt
¼ cup Mazola	4 eggs
½ teaspoon pepper	

PUT the Mazola in a medium-sized frying pan, add the Karo and onion and cook until the onion is yellowed and tender, stirring often. Add the salt, pepper and cornstarch. Beat the eggs light, pour in the hot onion mixture and drop by generous tablespoons into a good-sized frying pan containing enough heated Mazola to barely cover the bottom. Fry first on one side, then the other, like pancakes, and serve.

SAVORY FISH FILLETS

2 fish fillets about 1½ pounds	Juice ½ lemon
1 medium sized green pepper, minced	¼ cup Mazola
1 small onion, sliced	¾ cup coarse white bread crumbs
1 teaspoon parsley, minced	Salt and pepper

RUSH the fillets with Mazola and place in a pan oiled with it. Dust with salt and pepper, spread the onion, parsley and green pepper over and cover sparingly with the crumbs mixed with the Mazola. Bake fifteen to twenty minutes in a hot oven, 375 degrees F. and serve plain, with sliced lemon and water cress. Sauce Tartare, Bordelais or Bearnaise Sauce.

QUICK CELERY SOUP

1 pint cleaned celery stalks, ground	1 teaspoon salt
1 small onion, ground	½ teaspoon pepper
1 quart boiling water or soup stock	1 teaspoon Karo
1 pint milk	2 tablespoons Mazola
	2 tablespoons Argo or Kingsford's Cornstarch
	1 egg (optional)

BOIL the celery in the water twenty-five minutes. Add the seasonings and milk and when boiling, thicken with the Mazola and cornstarch creamed together. Pour boiling hot onto a beaten egg and serve with croutons.

Do This NOW!

MAIL this coupon with 10 cents and you will receive Mrs. Allen's remarkable New Book, splendidly bound in stiff covers, illustrated and brimming over with tempting suggestions for preparing delightful foods. If you don't feel that this book is worth several times the price you pay, we will gladly return your 10 cents.

MOCK SCALLOPS

1½ pounds halibut steak or cod or haddock sliced ½ inch thick	Dry mustard
	Salt and pepper
	Mazola
	Fine, dry bread crumbs

REMOVE any skin and bones from the fish. Cut in pieces the size of scallops. Dip in Mazola, dust sparingly with the mustard, salt and pepper and put in a baking dish oiled with Mazola. Cover with the crumbs, pour in a little Mazola using that in which the fish was dipped, and bake fifteen minutes in a hot oven, 375 degrees F. Serve with sliced lemon, a plain vegetable salad and French Fried or Shoe String Potatoes.

FISH LOAF

1 pound canned salmon or tuna fish or 2½ pounds flaked, boiled fish, any kind, or 1½ pounds any raw, white fleshed fish, chopped fine	2 tablespoons Mazola	
2/3 cup milk	1 egg	
	1 tablespoon onion minced	
	¾ teaspoon salt	
	¾ cup soft bread crumbs	½ teaspoon paprika
	1 tablespoon Argo or Kingsford's Cornstarch	1 teaspoon minced parsley (optional)

COMBINE the ingredients in the order given and set aside for twenty minutes. Rub a medium-sized baking pan with Mazola, dust with fine dry crumbs, pack in the fish mixture and bake until firm—about thirty-five minutes—in a moderate oven, 350 degrees F. Unmould and serve with White or Chopped Egg Sauce, Fried Tomatoes, Spanish Sauce or any creamed vegetable.



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